take control *of your* health *and your* life

Get Tested *for* HIV

National HIV Testing Mobilization Campaign

Lessons Learned to Inform Future Social Marketing Efforts

MH10D9954

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Contents

Introduction 1

I. History and Background 2

II. Campaign Model and Global Lessons Learned 4

A. Campaign Overview 4

B. Global Lessons Learned 10

III. Campaign Elements 18

A. Message Development 18

B. Materials Development 19

C. Message Dissemination 21

D. Assessment and Evaluation 44

Conclusion 45

Appendix

Office of Minority Health Resource Center
Knowledge Center
1101 Wootton Parkway
Rockville, MD 20852
1-800-444-6472

This report was prepared by Educational Services, Inc. (ESI) under Contract Number 233-03-0018, Task Order HHSP233200600001T for the Office of HIV/AIDS Policy, U.S. Department of Health and Human Services. (July 2009)

This report was written and edited by Eileen Frueh with Steve Holman. Additional contributions were provided by Townley Knudson, Sydney Stakley, Brandon Bayton, Denise Dixon and Arsema Solomon of ESI and Jamie Hart of Altarum.

Introduction

The National HIV Testing Mobilization Campaign (Campaign) was a 2½-year public health outreach and social marketing initiative designed to promote HIV testing among sexually active Americans, ages 13-64. The goals of the Campaign were to increase the number of people who know their HIV status; establish new partnerships and collaborations addressing HIV/AIDS and support existing partnerships in testing promotion; and increase the number of discussions on HIV-related stigma and risk behaviors and the number of people exposed to these discussions. It was sponsored by the U.S. Department of Health and Human Services' Office of HIV/AIDS Policy (OHAP) and financed with funds from the Minority AIDS Initiative (MAI).

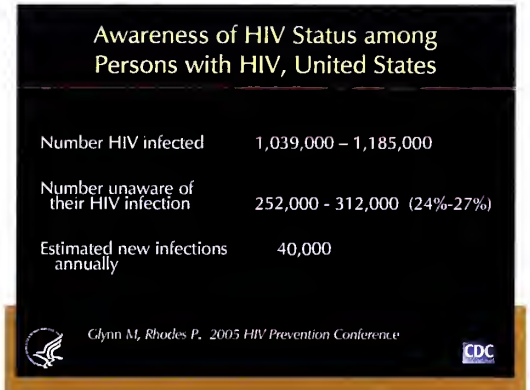
The Campaign's key message was "Take Control of Your Health and Your Life. Get Tested for HIV." It utilized three methods to disseminate this message:

- *Participation in existing events.* The Campaign brought its message to existing events across the nation. It particularly targeted non-health related venues (e.g. hair shows, motorcycle rallies, jazz festivals) where large numbers of individuals would be gathered who would either have had limited previous exposure to HIV testing messages and/or who represented disproportionately impacted populations that would benefit from additional doses of messaging.
- *Formation of partnerships.* The Campaign forged partnerships with national and local organizations who aided the Campaign in developing and delivering its message to key audience segments.
- *Engagement in general outreach.* The Campaign engaged in general outreach activities to widely disseminate its message via mass media.

This report summarizes several global lessons learned that can help inform and improve future health-focused social marketing efforts, as well as some specific lessons learned about the three Campaign methods of message dissemination—existing events, partnerships, and general outreach. These lessons are helpful to those wishing to engage in similar efforts to prevent the spread of HIV/AIDS or address other health issues.

I. History and Background

OHAP began conceptualizing and planning the National HIV Testing Mobilization Campaign in the spring of 2006. At that time, the Centers for Disease Control and Prevention (CDC) estimated that of the 1.0–1.2 million persons who were living with HIV in the United States, approximately 25 percent (252,000-312,000 persons) were unaware of their infection.[1] In addition, CDC estimated that at least 40,000 U.S. residents were infected annually.[2]



HIV infection and awareness statistics in U.S. at time of Campaign formation, CDC

These statistics were alarming because people who are infected with HIV but not aware of it are not able to take advantage of the therapies that can keep them healthy and extend their lives, nor do they have the knowledge to protect their sex or drug-use partners from becoming infected. Knowing whether one is positive or negative for HIV may increase healthy decision making.

In addition, research demonstrated that many infected persons decrease behaviors that help transmit infection to sex or needle-sharing partners once they are aware of their positive HIV status.[3] HIV-infected persons who are not aware of their infection, on the other hand, do not reduce their risk behaviors. And yet, by 2002, less than half of all adults in the United States (an estimated 38–44%) had been tested for HIV even once.[4]

CDC worked to expand HIV testing, introducing the Advancing HIV Prevention: New Strategies for a Changing Epidemic (AHP) initiative in 2003, an initiative aimed at making HIV testing a routine part of medical care, supporting the use of rapid testing, and promoting the universal

[1] Glynn M, Rhodes P. Estimated HIV prevalence in the United States at the end of 2003 [Abstract]. Presented at the National HIV Prevention Conference, June 12–15, 2005, Atlanta, Georgia.
[2] CDC, "Advancing HIV Prevention: New Strategies for a Changing Epidemic—United States, 2003," MMWR, Vol. 52, No. 15, 2003.
[3] CDC, HIV testing. Retrieved May 7, 2009, from http://www.cdc.gov/hiv/topics/testing/index.htm
[4] CDC, Number of persons tested for HIV—United States, 2002. MMWR 2004;53:1110—3.

testing of all pregnant women.[5] In September 2006, CDC released Revised Recommendations for HIV Testing of Adults, Adolescents, and Pregnant Women in Health-Care Settings.[6] These new Recommendations advised routine HIV screening of adults, adolescents, and pregnant women in health care settings in the United States and recommended reducing barriers to HIV testing.

One of the key barriers to HIV testing is HIV-related stigma, the stigma associated with HIV/AIDS that inhibits those at risk from seeking early HIV testing, diagnosis and treatment, and disclosing their risky behaviors to either their sex- and needle-drug use partners or their healthcare providers. By making HIV testing a routine part of medical care for everyone—rather than targeting certain individuals based on perceived risk behavior—the new recommendations helped to further reduce stigma and discrimination. Research shows that more patients accept HIV testing when it is offered routinely to everyone.

As administrator of the Office of the Secretary's (OS) portion of the MAI funds, OHAP recognized that it had an opportunity to collaborate with its DHHS colleagues in advising the public about the importance of HIV testing to help reduce the disproportionate impact of HIV/AIDS on racial and ethnic minority communities in the United States. In 2004, racial and ethnic minorities represented the majority of new AIDS cases (72%) and of those estimated to be living with AIDS (65%).[7] Further, the AIDS case rate for African Americans was more than 10 times that of whites.[8] These troubling statistics suggested that greater prevention and education efforts needed to be targeted to minority communities.

OHAP sought to complement and extend existing HHS efforts by developing a new national initiative that would educate and motivate individuals—particularly members of minorities—to seek HIV testing and mobilize them to promote HIV testing in their communities. The approximately $6 million initiative, called the National HIV Testing Mobilization Campaign, gave OS the opportunity to be engaged in a very direct way in public education about HIV/AIDS and to support CDC in its efforts to increase HIV testing across the country. The next section provides an overview of the Campaign model and global lessons learned by OHAP and its Campaign project team.

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[5] CDC, "Advancing HIV Prevention: New Strategies for a Changing Epidemic—United States, 2003," MMWR, Vol. 52, No. 15, 2003.

[6] CDC, Revised recommendations for HIV testing of adults, adolescents, and pregnant women in health-care settings. MMWR 2006;55(RR14); 1–17.

[7] CDC, HIV/AIDS Surveillance Report, Vol. 16, 2005

[8] Ibid.

II. Campaign Model and Global Lessons Learned

A. Campaign Overview

Purpose—The National HIV Testing Mobilization Campaign was a 2 1/2-year public health outreach and social marketing initiative to promote HIV testing.

Message—The Campaign's key message was "Take Control of Your Health and Your Life. Get Tested for HIV." Supporting messages were designed to increase recipients' perception of risk and to enhance their understanding of the ease, ready accessibility, and importance of HIV testing.

Goals and Objectives—Campaign goals and objectives are summarized in Figure 1.

Time Frame—OHAP began internal conceptualization and planning in the spring of 2006. Contracts were awarded to support OHAP in the design and management of the campaign in September 2006. The Campaign unfolded between October 2006 and March 2009.

Figure 1: Original Campaign Goals and Objectives

Goals	Objectives
• Increase the number of people who know their HIV status. • Increase the number of new partnerships and collaborations addressing HIV/AIDS while maintaining existing relationships. • Increase the number of discussions on HIV-related stigma and risk behaviors and the number of people exposed to these discussions.	• Increase HIV testing, particularly among racial and ethnic minorities. • Find 50,000[9] new cases of HIV/AIDS. • Expose more individuals and communities to messages advocating a decrease in HIV-related stigma. • Expose more individuals and communities to messages seeking to increase their knowledge of risk behaviors. • Expose more individuals and communities to DHHS' testing and prevention recommendations, policies and programs.

[9] This was the initial target number; subsequently as a result internal dialogue at DHHS, the experience of the initial months of the Campaign and the reality that the Campaign could not fund actual testing activities nor track whether individuals exposed to Campaign messaging eventually sought testing, this number was reduced significantly.

Target Audiences—In accordance with the CDC's 2006 Revised Recommendations for HIV Testing of Adults, Adolescents, and Pregnant Women in Health-Care Settings, the Campaign targeted sexually active Americans ages 13-64. While the Campaign's message was appropriate for all sexually active Americans, given the time and resources available, the project team focused its efforts specifically on those populations that are disproportionately impacted by HIV/AIDS in the United States:

- African Americans
- Hispanics
- Men who have sex with men (MSM)

In addition, the Campaign reached out to those populations in which the HIV/AIDS epidemic is growing, including:

- Asians and Pacific Islanders
- American Indians and Alaska Natives
- Women
- Youth
- Older Americans (age 50 and older)

Finally, the Campaign sought to reach out to faith-based communities since those groups were identified by OHAP as important potential allies in increasing awareness of HIV/AIDS and mobilizing their congregations to seek HIV testing, reduce stigma, and offer care and compassion for those infected or affected by HIV/AIDS. In this area, the Campaign focused particularly (but not exclusively) on African American Christian faith communities.

Methods—The Campaign used three methods to disseminate its message to the target audiences: participation in existing events, formation of partnerships, and engagement in general outreach. These three methods are depicted in Figure 2 (page 7) and described below.

1. Existing events—OHAP proposed an innovative method for delivering its message by taking it directly to consumers at existing events. Other Federal initiatives promoted HIV/AIDS prevention by creating and funding events that brought together representatives from AIDS service organizations (ASOs) and community-based organizations (CBOs) to listen to research experts speak on various prevention strategies. While these events were—and continue to be—highly valuable because they inform ASOs and CBOs of important developments in the field of HIV/

AIDS, they were, OHAP speculated, only reaching those already engaged in the fight against HIV/AIDS and were unlikely to motivate untapped audiences to get tested for HIV.

OHAP envisioned a different approach. Rather than going to the considerable expense of creating new events, the Campaign would bring its "Take Control of Your Health and Your Life. Get Tested for HIV" message to existing events across the nation where consumers could be reached. The Campaign focused on non-health related events where large numbers of individuals who may have had limited previous exposure to HIV testing messages and/or who represented disproportionately impacted populations that would benefit from an additional dose of messaging would be gathered. These events included venues as diverse as a tattooists' and piercers' convention, an RV and camping show, an urban teen fashion show, an Asian food festival, a pow-wow, a Latina leadership summit, an American Association for Retired Persons (AARP) convention, a hip-hop music festival, and a motorcycle rally. They included both large, national events and local, community-based events attended by individuals who might otherwise be missed. At these events, trained Campaign speakers delivered presentations, hosted information booths, and disseminated materials and information to help educate attendees about the importance of HIV testing. When possible and appropriate, the Campaign sought to partner with local health departments or ASOs to offer free, onsite HIV testing.

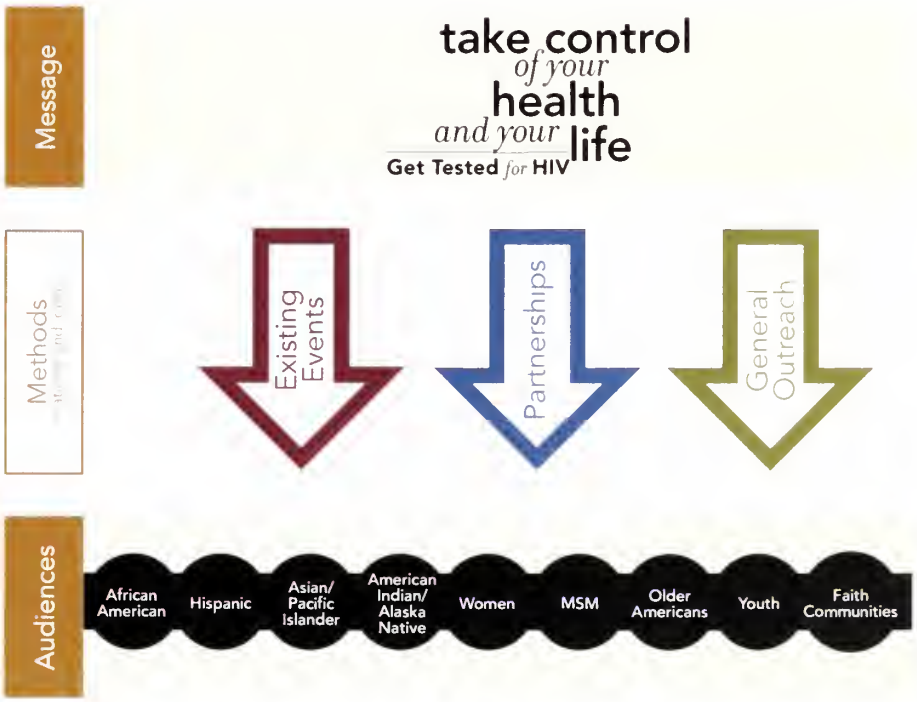
Through these existing events, the Campaign engaged "regular folk"—construction workers, beauty salon technicians, faith community members, sorority and fraternity members, members of cultural groups, arts festival attendees, etc. in discussions about HIV testing. These attendees were asked to mobilize their own communities to spread the word about the importance of HIV testing and prevention to their friends, families, neighbors, co-workers, fellow alumni, or fellow members of their union, club, or organization.

2. Partnerships—The Campaign forged partnerships with national and local organizations who aided the Campaign in developing and delivering tailored HIV testing messages to key audience segments. Partners, such as YWCA USA and the Vermont Coalition of People of Color, were selected based on their access to populations disproportionately impacted by

HIV/AIDS and their ability to deliver multiple message doses in various formats. Partner activities ranged from designing and focus testing print ads targeted to particular audiences to producing a webinar series on HIV/AIDS and the importance of HIV testing.

3. General Outreach—Aware of the social marketing principle that in order to make a health change, consumers need to receive a message over time, repeatedly, from a variety of different sources, OHAP reinforced the messaging it delivered via existing events and partnerships by engaging in general outreach activities via mass media. These activities included placing opinion/editorials (op-eds) on HIV testing in national media outlets, placing Campaign Web banners promoting HIV testing on organizations' Web sites, and working to incorporate HIV testing into national media activities promoting HHS-recognized HIV/AIDS awareness days. These general outreach activities allowed the Campaign to further extend its important "get tested for HIV" message.

Figure 2: Campaign Framework



The numbers of individuals reached through these three methods are illustrated in Figure 3, Campaign Reach, below.

Figure 3: Estimated Campaign Reach

	Existing Events	Partnerships	General Outreach
Kinds of Activities	▮ Hosting information booths ▮ Conducting workshops and plenary Sessions ▮ Placing print ads in event programs ▮ "Guerilla marketing" (walking through crowds, placing Campaign materials in the hands of event attendees)	▮ Developing and placing co-branded print ads ▮ Developing and placing TV/radio PSAs ▮ Sending listserv messages and e-cards to members ▮ Placing Web banners on partners' Web sites ▮ Placing op-eds and articles in partners' newsletters or magazines ▮ Hosting training Webinars and workshops	▮ Placing op-eds and articles in national and local media outlets ▮ Participating in national media events ▮ Placing print ads in national and local newspapers and magazines ▮ Placing TV/radio PSAs in national and local media outlets
Estimated Reach	133,481*	6,495,856	1,885,681

*Figure represents number of event attendees with whom Campaign staff directly interacted at information booths or workshops at the events. It does not include all individuals (more than 2 million) who attended the more than 429 events at which the Campaign was present though many of those participants were also exposed to the Campaign's message as they passed by the information booth (but did not stop) or read about the Campaign's presence in event materials.

Further details about the Campaign's three methods and the activities associated with each are presented in Section III-C, Message Dissemination.

Implementation Support—OHAP received information, support and assistance from numerous other HHS agencies throughout the implementation of the Campaign. These agencies included:

- Centers for Disease Control and Prevention
- Health Resources and Services Administration
- Indian Health Service
- Office of Minority Health
- Office of Public Health and Science, Regional Health Administrators
- Office on Women's Health
- Substance Abuse and Mental Health Services Administration

OHAP also received support with the design and management of the Campaign from three contractors:

- Educational Services, Inc. (ESI)—ESI was the coordinating contractor responsible for developing Campaign messages and all communication tools, designing and maintaining a multi-user database to support campaign activities and reporting, supporting the logistics of event participation by the regional coordinators, and managing the national and regional partnerships.
- Altarum Institute—Altarum managed a network of 10 Regional Campaign Coordinators (RRCs) who served as Campaign field staff. Situated in each of HHS' 10 regional offices, the RRCs researched and identified events, negotiated the Campaign's presence, served as Campaign spokespeople at events, identified potential partnerships, and pursued other message dissemination opportunities.
- John Snow, Inc. (JSI)—JSI, with its subcontractor, Mosaica: The Center for Nonprofit Development and Pluralism (Mosaica), designed and conducted the ongoing evaluation and assessment of the Campaign.

B. Global Lessons Learned

This section presents several global lessons learned by OHAP and its Campaign project team to help inform and improve future social marketing efforts not only to prevent the spread of HIV/AIDS, but also to address other health issues at the national, state, and community levels.

1. Going directly to consumers at existing events is an effective message delivery method.

While the Campaign reached the fewest message recipients through its method of engaging target audiences at events organized by others, it was an important piece of the overall social marketing strategy because it allowed for direct conversation with consumers, many of whom lacked basic HIV/AIDS knowledge, had very low perceptions of their own risk, and, more often than not, had not heard of the CDC recommendation for universal routine HIV testing for sexually active Americans. The Campaign capitalized on the element of surprise by delivering the message at places where individuals were not accustomed to seeking or finding health information, such as a farm worker's summit, a jazz festival, or an electronics tradeshow. Campaign representatives were then able to engage individuals in conversation, dispel myths, answer questions, and ultimately persuade many people who did not initially perceive themselves at risk to seek testing.

Reactions from event participants changed as the Campaign evolved. Before the Campaign was fully branded and operating without exhibit booths, the response to the message was often surprise. Campaign representatives initially felt that the directness of the message was off-putting. Once they understood that most event attendees were willing to be ambassadors of the message (telling others to get tested) and they approached them as such, rather than as personally needing the message, the Campaign's reception at events improved.

The Campaign's reception also varied depending on the type of the event. Attendees at family-oriented or professional events were often quick to inquire why the Campaign felt it appropriate to be there. Inquiries reflected the stigma associated with HIV/AIDS. Event attendees who perceived themselves to be members of an at-risk community were far more receptive. Attendees of music and entertainment festivals, in particular, were generally willing to accept materials and engage in dialogue.

When audiences felt that their race, religion, marital status, or geographic location insulated them from the disease, responses were somewhat hostile and many suggested that the Campaign resources would be better spent in other venues/other populations. Specifically, suburban home and garden events, RV and camping shows, and some faith events proved challenging.

Thinly veiled hostility and or embarrassment were the prevailing reactions at faith community events. This reaction was often successfully countered when Campaign representatives were able engage individuals in conversation and let them know that the Campaign's presence had been fully endorsed by faith leaders of their particular denomination or church body.

While unpleasant reactions did occur, many people who were initially resistant could usually be swayed to understand why the message was important, even if they did not feel personally affected. In fact, the RRCs' post-event reports showed that almost 50 percent of event attendees were "very" receptive to the Campaign's testing message and another 48 percent were either "moderately" or "a little" receptive. Less than 2 percent were not receptive at all (see Figure 4). On the whole, Campaign representatives were able to use these nontraditional venues effectively to spread the word that all sexually active Americans, ages 13-64, should be tested for HIV.

Therefore the interpersonal strategy of providing health education outreach in unexpected places such as events appears to hold promise, particularly with harder to reach audiences. However, because the number of individuals a campaign is able to effectively reach through such a method is a function of the time, staff and other resources available, future health behavior campaigns with limited resources may consider using this approach in combination with other strategies that disseminate the message more broadly through mass media and/or trusted intermediaries.

Figure 4: Message Reception by Event Attendees: Data from NHTMC Post-Event Reports

Question—To what extent did the attendees show interest in the NHTMC's message (this includes general information about HIV—e.g., how it is transmitted)?

Rating	Count	Percent
Very	176	49.86%
Moderately	130	36.83%
A Little	40	11.33%
Not at all	6	1.70%

Based on 353 completed post-event reports.

2. It is essential to have targeted and appropriate, yet Campaign-consistent, messaging and materials.

The Campaign also found that a key to connecting with and reaching an audience is developing appropriate materials that are consistent in messaging, yet slightly modified to be specific to targeted populations. In the beginning of the Campaign until new materials could be cleared, the Campaign utilized existing CDC materials on HIV/AIDS at event exhibits and while canvassing communities to establish partnerships. While the information about HIV/AIDS was informative, these standard materials were not focused primarily on HIV testing and therefore did not reinforce the Campaign's message.

In late 2007, the Campaign received clearance to print and distribute its own HIV testing resource materials. These colorful and creative materials all presented the Campaign's memorable, action-oriented message, "Take control of your health and your life. Get tested for HIV." While other HIV/AIDS issues such as care and treatment or prevention interventions are important, the Campaign team emphasized a clear, simple "get tested" message so as to not muddy the waters. The team kept the focus on the very particular behavioral outcome that was desired (message recipients seeking testing). They maintained discipline in all editorial and design work, sticking to the explicit

The Campaign's materials received a 2007 League of American Communications Professionals Spotlight Award.

testing message and not drifting into other related issues such as HIV/AIDS treatment, funding, or research. While the materials were consistent in their messaging, they were also appropriately tailored to be relevant to different target audiences. For example, flyers and exhibit booths at events targeting Hispanic audiences featured photographs of Hispanic men and women, data about the impact of HIV/AIDS on Hispanic communities, and were written in English and Spanish. Flyers and exhibit booths at events targeting Asians and Pacific Islanders, on the other hand, used photographs of Asians and Pacific Islanders and facts about the impact of HIV/AIDS on Asians and Pacific Islanders. Flyers targeting older Americans were written in large print to accommodate the needs of seniors. Campaign "giveaway" items such as stickers and stress balls helped attract event participants to information booths and reinforced the message back home. The Campaign materials were recognized with a 2007 League of American Communications Professionals Spotlight Award.

3. It is important to be willing to adapt the model as the Campaign evolves.

At the end of the first year of the Campaign and after six months of participating in events, OHAP and the Campaign team paused to assess progress and prospects. The Campaign had begun with 10 RRCs, each geographically located in the 10 DHHS regions; the positions and their regional focus a legacy of a prior initiative. Each was assigned to seek out events and potential partnerships in his or her assigned geographic region focused on all of the target audiences. The scale of many of the events had been smaller than was necessary to reach the Campaign's target of 2.5 million message recipients. In addition, issues had arisen around larger national events hosted by an organization based on one region but being held in another region.

Around this time, the Campaign also began developing additional messaging tools including print ads and boilerplate articles which were customized to reflect differences in HIV prevalence

Focus: Audience Segments & Regions

RRC	NHTMC Audience *(nationally)* 75% of effort	Region 25% of effort
Regina	African Americans	VI
Hector	Latinos	
Stella	Asians/Pacific Islanders	X
Lisa	Native Americans	VIII
Susan	Women	III
[illegible]	[illegible]	[illegible]
Tanesha	Youth	IV
Sonali	Seniors	I
Sheila	Labor/Workplace/General Public	IX

The Campaign adopted a modified outreach approach after the first year, shifting the RRCs from a regional focus to a target audience focus.

among different target audiences. To help the Campaign capitalize on these larger scale event opportunities, better disseminate these tailored messaging tools to appropriate individuals and networks, and increase the likelihood of attaining its goal of reaching 2.5 million consumers, particularly those within the populations disproportionately impacted by HIV/AIDS, the Campaign adapted its organizing principle. Rather than limiting each RRC to outreach in only a specific region, each was assigned a target audience for which they would have national outreach responsibility. Under this modified approach, they would devote 75% of their time to events and other message dissemination activities designed to reach their assigned target audience. The assigned audience segments were African Americans, Hispanics, American Indians/Alaska Natives, Asians and Pacific Islanders, women, youth, MSM, seniors, and faith communities. The RRCs devoted the other 25% of their efforts to identifying local events within their region through which the Campaign could reach whatever populations were most impacted in those communities. Maintaining some focus on local events within each region was important because the Campaign team recognized that through those events individuals who were not likely to attend large national conferences in other cities could also be effectively reached. The RRCs each were assigned a specific audience segment based on a number of factors, including the RRC's existing comfort with and knowledge about a specific population, their relevant previous work experience, and their geographic location. They were tasked with familiarizing themselves with their assigned target audience's issues and concerns, and approaching these communities.

After this change was made, the RRCs' attendance at larger-scale national events increased, they reached greater numbers of people, and through these events and their own research they identified other non-event message dissemination opportunities for the Campaign. Some even established significant partnerships with influential individuals or organizations from their assigned target audiences. To support this modified focus, other elements of the Campaign—including staff assignments for other personnel, budget, reporting, and the database—were modified to align with this focus. Further, OHAP explained the modified approach in an all-hands conference call and subsequently convened the entire Campaign team (staff of all three contractors) for a two-day work session to iron out implementation details. Having a formative evaluation process and staff tracking the success of various elements of the Campaign model helped ultimately shape the needed revisions.

4. It is important to act quickly to take advantage of new opportunities and customize materials to fit the opportunity.

As a result of the RRCs' and other project team members' continuous networking, the Campaign often learned of new events, publications, Web sites, or other opportunities through which the Campaign could reach consumers. Oftentimes, these discoveries were fortuitous and required a quick response. For example, an RRC attending a particular event would become friendly with another exhibitor. That exhibitor would learn about the importance of HIV testing and invite the Campaign to post information on their company's Web site or distribute flyers at their conference. OHAP was open to such new opportunities and provided approval swiftly. The Campaign was appropriately staffed to allow it to react quickly to take advantage of such opportunities. For example, once the RRCs had identified an opportunity, a team writer could quickly adapt text to meet the needs of a particular audience, a graphic designer could tailor Campaign materials with audience-appropriate images, and a project director would confer with OHAP to consider the new opportunity. This allowed the Campaign to disseminate its message to thousands of Americans who may not have otherwise have heard it.

5. Collaboration with other Federal agencies helps leverage resources and reduce duplication.

The Campaign capitalized on expertise and resources from other HHS agencies and freely shared its own resources and findings with these other groups. For example, OHAP asked CDC officials to review the content of the Campaign's print materials before submitting them for approval to ensure that the content presented the latest CDC data. The Campaign also had the cultural competence team within the Health Resources and Services Administration's (HRSA) HIV/AIDS Bureau review the Campaign materials that were translated into Spanish. OHAP distributed bulk quantities of the Campaign materials to the grantees of other HHS agencies, including the Office on Minority Health (OMH), Office on Women's Health (OWH), Office of Population Affairs (OPA), Indian Health Service (IHS), and Substance Abuse and Mental Health Services Administration's (SAMHSA) Center for Substance Abuse Prevention (CSAP), and offered the Campaign's exhibit booths and banners to these other agencies for their own meetings and conferences. In addition, senior officials from other HHS agencies spoke at opportunities arranged by the Campaign and provided helpful Campaign design input.

In addition, the Campaign promoted existing consumer information services (the CDC's www.HIVtest.org, toll-free AIDS information line, and text messaging service, "KNOWIT"), rather than creating duplicative parallel services.

The Campaign promoted existing consumer information services such as the CDC's www.HIVtest.org.

While the Campaign had its own Web site, www.AIDS.gov/takecontrol, this site was developed to provide additional information about the Campaign, make materials available for partners and the public to download, feature Campaign stories, and ensure the initiative was represented on the government's key AIDS information portal. It was not, however, widely promoted in Campaign materials to attract visitors. Instead the Campaign promoted the CDC's www.HIVtest.org, toll-free number, and text messaging service to ensure that the Campaign's message and content was viewed as part of an overall HHS-wide effort to reduce and prevent the spread of HIV/AIDS. These various collaborations played an important role in expanding the Campaign's reach and extended its capacity to effectively reach specific audiences.

6. Certain kinds of expertise and staffing are required both at the contractor and HHS levels.

OHAP structured the Campaign using multiple contractors in part due to a $1 million task order ceiling imposed by the Program Support Center and due to the existence of a prior DHHS HIV/AIDS initiative using the RRCs. By rolling the existing RRCs into the new Campaign, OHAP was able to utilize their expertise while conserving start-up costs and time. While it is not necessary for future Campaigns to structure contractor support in the same way, certain key capacities are necessary. The project team must be large enough to perform a vast variety of work, including Campaign conceptualization and message development; database development and maintenance; event identification; partnership identification and management; speaker training, deployment, and oversight; materials development and graphic design; Web site development; exhibit design; public service announcement and print ad

production; materials warehousing and shipping; budget monitoring; and administrative oversight. The evaluator must be able to conduct both process and outcome evaluations, including designing research instruments, collecting data, and analyzing and reporting results.

On the HHS side, the Federal project officer (FPO) must be prepared to offer a high level of management support. The FPO should have a high level of expertise in the Campaign's health issue, understand contract parameters, have budgetary expertise, be able to strategize creatively, and be able to design and implement systems for scheduling and monitoring the accountability of a large team. It requires a senior-level staff person to oversee such an initiative, one who can be in frequent communication and coordination with the contractor(s), influence messaging, inform strategy, help determine tactics, shepherd messages and materials through HHS' internal clearance processes, and enlist the support and buy-in of colleagues from other agencies as needed. Frequent meetings and phone calls, openness of communication, candor, thoroughness, and a strong sense of collaboration are all critical to the successful outcome of the HHS-contractor relationship in such a Campaign.

If multiple contractors are used, each contractor must commit to cooperate to achieve the project objectives and to manage the flow of information. For this Campaign, OHAP set the tone by designating which contractor would serve as the lead for each task, but made clear that project operations were to be seamless. OHAP's uniform and simultaneous communication of important information to all three contractors was critical; it kept each of the contractors fully engaged and empowered. A collegial rapport between contractors also greatly facilitated project operations.

7. The Campaign must be long-lasting to influence attitudes and behaviors over time.

National initiatives such as this require sufficient start-up time for planning and message development (at least 6 months) and implementation time (a minimum of two years) in order to achieve intended results. A longer planning phase is optimal for proper message pretesting and refinement to ensure the appropriateness of Campaign materials' style, format, cultural considerations, and readability for different audiences. In addition, to conduct a truly viable outcome evaluation, an even longer time is required to measure whether, and to what extent, the Campaign had the planned effects.

The next section, Campaign Elements, presents the nuts, bolts, and details of the Campaign's approach to message development, materials development, and message dissemination via existing events, partnerships, and general outreach.

III. Campaign Elements

A. Message Development

As characterized in the HHS social marketing "pink book," *Making Health Communications Programs Work*, effective public health campaigns have clear and consistent messages that are scientifically accurate, relevant to the intended audience, appealing, and spur the audience to action; the messages are also developed in concert with stakeholders.[10] Since the Campaign's message would serve as the foundation upon which all other elements of the Campaign would rest, the project team sought to employ social marketing best practices as the guiding principles for developing the Campaign's message.

During the initial weeks of the Campaign, the project team met with OHAP to reaffirm the various Campaign audiences, desired outcomes if the message were successful, and likely venues for messaging. The team agreed the Campaign message would:

- provide information to persuade (population-specific incidence statistics or trends designed to influence recipients' perception of risk);
- recommend a specific action (get tested for HIV);
- address known barriers to testing (cost, pain, fear of a positive result, and stigma); and
- provide information to support the recipient in taking the recommended action (e.g. information about where testing locations can be found online, by phone, or by text message)

All collateral materials, content, and presentations developed by the Campaign would emphasize these points. The Campaign team also worked to develop a tag line that would be discernibly different and distinguishable, in tone and look, from other Campaigns. OHAP was open to fresh ideas and stressed the importance of focusing the tag line on HIV testing, since this was a niche that many other HIV campaigns did not emphasize and the specific focus of this Campaign. OHAP offered two other caveats to the message development team: avoid public health terminology that would be inaccessible to the general public, and avoid the use of fear of illness and death as message components.

[10] U.S. Department of Health and Human Services. (2002). Making health communications programs work. Bethesda, MD: National Cancer Institute, National Institutes of Health.

The Campaign's action-oriented message empowered reader/hearers and called them to a take a healthful action.

Although Campaign funds did not allow for formal focus groups, the project team convened a group of colleagues comprised of various ages, professional backgrounds, races, and ethnicities. The group brainstormed tag lines, reviewing the pros and cons of each and eliminating those that were ineffective, fear-based, or jargon-laden; those that would resonate with only one audience; and those that were reminiscent of other HIV campaigns. The project team emerged with several sample tag lines that were submitted to OHAP, whose team then underwent a similar brainstorming exercise. The final tag line that was selected was, "Take control of your health and your life. Get tested for HIV." This selection was deemed to empower the reader/hearer and call them to a take a healthful action. It conveyed personal responsibility without preaching or admonishments.

B. Materials Development

In its initial meetings with the project team, OHAP advised that fact sheets were among the primary materials they envisioned utilizing for the Campaign. It was determined that fact sheets would be developed for eight audiences: African Americans, Hispanics, Asians and Pacific Islanders, American Indians/ Alaska Natives, women, MSM, youth, and the general public. The fact sheets would provide basic information about the impact of HIV/AIDS on that particular audience and HIV testing. As the Campaign evolved, additional fact sheets were added to address older Americans (those aged 50 and older) and relevant fact sheets were translated into Spanish.

The initial experiences of the RRCs in marketing the Campaign to event organizers suggested that other Campaign materials were needed to brand and legitimize the Campaign. (Event organizers, questioning the legitimacy of the Campaign, would ask to see a brochure before allowing the Campaign to host an information booth.) Therefore, a general Campaign brochure and a one-page "Get Tested for HIV" flyer were created. These documents proved very useful during the initial months of the Campaign but their use declined as the Campaign matured. The project team then developed a series of audience-specific exhibit booths, table skirts, and banners to be used at events. These

materials used culturally-appropriate images and information to enhance reader absorption and acceptance of the message. The team also produced Campaign "giveaways," such as magnets and stress balls, which presented the Campaign's tag line, colors, and design elements, helped get the message directly into recipients' hands.

This Campaign flyer helped brand and legitimize the Campaign.

Before developing the printed Campaign products, the project team conducted a broad survey of existing HIV/AIDS social marketing campaigns and materials, including both government and private sector documents, and made a preliminary assessment of their effectiveness. The project team writer developed a model product for each item and shared with OHAP for review and approval and made requested changes. To ensure the validity of all fact sheet content, the team utilized CDC data for all epidemiological statistics that appeared in the Campaign's materials. The team writer collaborated with OHAP to develop the supporting paperwork that would be required for clearance of the documents by HHS Office the Assistant Secretary of Public Affairs.

Once the Campaign was underway and participating in 20-30 events per month, the project team found a consistent demand for print ads. OHAP approved the development of print ads for several populations and the graphic designer developed mock-ups for review and approval. The print ads employed the Campaign tag line, colors, and design elements so the ads would have the same "look and feel" as other Campaign products. The print ads were strategically placed in event program books with large audiences, increasing the likelihood that attendees would see the ad even if they did not visit the Campaign information booth. The consistent use of the Campaign tag line and design theme and having the document images mirror the cultural/racial traits of attendees proved effective. Campaign materials were widely disseminated and requested by various organizations for national and local distribution.

C. Message Dissemination

With the core message and materials developed and approved, the Campaign staff worked to disseminate its messages through the three methods noted above: participation in existing events, formation of partnerships, and engagement in general outreach. Details about these three methods and lessons learned from each are provided below.

1. Existing Events

The Campaign's first channel for message dissemination was through existing events where audience members would not expect to see and hear a health message, particularly one about HIV testing. As noted above, OHAP's vision was not to "go back to the well" and saturate the same audiences with the message in places HIV/AIDS and testing was already a prevalent issue. Instead, the Campaign would target venues at which audiences would presumably have had limited exposure to HIV testing messages and/or who represented disproportionately impacted populations that would benefit from additional messages. The Campaign utilized the 10 RRCs and a few other specially trained Campaign associates to represent the

The Campaign took its information booths to existing events across the country.

Campaign at events. To select the events, the RRCs and Campaign project staff used the Internet, personal contacts, and leads from OHAP or other organizations to research and identify a variety of venues. In consultation with OHAP, the project team established parameters that in order to be considered for Campaign involvement, a local/regional event must have a minimum audience of 300 people representing one or more of the Campaign's target audiences, and a national event must have a minimum audience of 1,000 people from multiple states. These parameters were established to ensure that the Campaign was making best use of limited funds, personnel, materials and capacity while maximizing its message reach. The Campaign team was also mindful of the need to disseminate the message widely across the country. While it would have been easy to concentrate resources on large convention cities such as Las Vegas, Los Angeles, and New York, the team sought to spread out across the country. Over the course of the Campaign, representatives traveled to 429 events in 49 of the 50 states and Washington, DC. (Alaska was the only state not visited by the Campaign.) In addition, the Campaign sent materials for dissemination at another 15 events, including one in Alaska.

Each month, the Campaign team presented a roster of proposed events to OHAP for review and approval. It is important to note that many more events were identified than ever attended. Some event organizers did not want the Campaign to attend, others were too expensive. Some events conflicted with "better" ones and OHAP needed to choose one over the other. Others didn't work because the Campaign did not have the capacity to be there due to other commitments. OHAP reviewed a monthly slate of submissions and approved those best positioned to help the Campaign deliver its message. Once approved, RRCs (or, occasionally OHAP personnel, Campaign staff or associates as needed) were deployed to the events. Onsite, the RRCs staffed exhibit booths and/or served as workshop, panel or plenary speakers. This enabled the RRCs to reach the Campaign's intended audience on a personal level. The RRCs used Campaign exhibit booths and workshop presentations in combination with table skirts, banners, printed materials, program print ads, and conference announcements in plenary sessions to complement one another and provide additional reach and dosing at events.

In Figure 5 depicts several examples of how the Campaign's message was successfully disseminated directly to specific audience segments through existing events. A complete list of events is provided in the Appendix.

Figure 5: Examples of Message Dissemination through Existing Events

Event	Distinguishing Characteristics
2008 AsiaFest This Asian Heritage Month celebration was held May 9-10, 2008, in Portland, Oregon. Designed to showcase community resources, services, and activities, the event brought together more than 3,000 Asians and Pacific Islanders. The Campaign hosted an exhibit booth at the event—it was one of only two health-related booths and the only booth focused on HIV prevention.	• While many attendees were reluctant to approach the booth and take information, some were attracted by the Campaign's API-specific banners and fact sheets. The cultural relevance of the materials made a big difference. • The Campaign booth had an excellent location and the giveaways helped draw people to the booth as a conversation-starter. • The booth was adjacent to a booth hosted by a Buddhist temple. The Campaign representative was able to connect with temple leaders and persuade them to take HIV testing materials back home for distribution at the temple.
Los Angeles Fit Expo The Los Angeles Fit Expo was a consumer health and bodybuilding event attended by more than 22,000 health, fitness, and nutrition enthusiasts, February 15-17, 2008. The Campaign hosted an exhibit booth and disseminated Campaign materials, offering the only opportunity for event attendees to learn about the importance of knowing their HIV status and getting tested for HIV.	• Members of each of the Campaign's target audiences attended this expo. African Americans, Latinos, and Asian/Pacific Islanders all attended in numbers that exceed their numbers in the general population, and the audience also included high numbers of gay men of all races and ethnicities, women, youth, and seniors. Each specific audience segment was given Campaign materials specifically targeted to their population. • The Campaign representative was able to help attendees understand the important connection between knowing one's HIV status and fitness/wellness.

Event	Distinguishing Characteristics
Tri-State RV and Camping Show The Tri-State RV and Camping Show was a recreational trade show held at the Shreveport, Louisiana, Convention Center, January 25-27, 2008. Attended by more than 7,000 camping and travel buffs, the audience was 50 percent older white men and women. The Campaign hosted an exhibit booth, disseminated Campaign materials, and displayed a TV PSA on HIV testing featuring First Lady Laura Bush.	• The Campaign received an excellent booth location, right by the door. • The event staff was very supportive and wanted the Campaign to participate. • The message was tailored to fit the audience—the Campaign representative found that while many attendees were uncomfortable with the topic of HIV/AIDS, they respected the First Lady as a spokesperson and were persuaded to accept Campaign materials because of her PSA. Women attendees in particular were receptive to receiving Campaign information.
64th Annual Convention and Trade Show National Congress of American Indians This trade show for the National Congress of American Indians was held November 13-15, 2007, in Denver, Colorado, bringing together more than 2,000 Native Americans from across the country. The Campaign hosted an exhibit booth in the main exhibit hall.	• Attending and presenting at this event increased awareness of HIV testing among members of many different tribes and organizations.
Full Gospel Baptist Church Fellowship 2008 International Convention This gathering of 3,500 Full Gospel Baptist Church members was held in Birmingham, Alabama, June 25-27, 2008. The Campaign hosted an exhibit booth and distributed Campaign materials to the African American faith community members in attendance. The Campaign's booth was so well-received that the Convention organizers asked the Campaign to participate in future Full Gospel Baptist Church events.	• Many young church members attended the convention and these young people were largely receptive to HIV testing messages. • The convention gave Campaign representatives an opportunity to talk to many pastors and discuss what their churches needed and how the Campaign could assist them in addressing stigma and spreading the word about HIV testing to help protect the health of their church members. Many took Campaign materials home for distribution at their local faith communities.

Event	Distinguishing Characteristics
NBC4/Telemundo Channel 4 Living Well Expo This community health expo in San Jose, California, September 8-9, 2007, was attended by more than 20,000 people, most of whom were Latino. Participation at this event allowed the Campaign to provide information about HIV/AIDS and helped to reduce the stigma often associated with HIV testing by being present at a community event that did not target only "high risk" individuals.	• The event provided opportunities to network with key organizations that work in Latino communities, gain buy-in with these individuals and initiate opportunities for future educational and collaborative opportunities to highlight this issue through their work.
Black Bike Week Black Bike Week is an annual Memorial Day Weekend event that caters to a predominately African American audience and brings together more than 250,000 motorcycle enthusiasts and families. The event, held in Myrtle Beach, South Carolina, has no formal sponsors and is a casual gathering of people looking for a fun way to kick off the summer season. Campaign representatives attended the event, posting Campaign flyers in the windows of local shops and handing out specially designed palm-sized cards featuring the image of an African American couple with HIV testing information.	• The Campaign was able to deliver its "get tested" message to thousands of individuals who were not expecting to encounter it at this largely social event. • The Campaign partnered with a local nonprofit AIDS service organization, Careteam, to answer questions about HIV testing and to work the crowds, disseminating Campaign materials.

Event	Distinguishing Characteristics
Essence Music Festival The 2008 Essence Music Festival was held in New Orleans, July 4–6, 2008. The 3-day event brought together more than 200,000 music devotees for performances by world renowned entertainers, as well as seminars on health, education, and other important issues affecting African Americans. It is touted as the Nation's largest annual celebration of African American music and culture. Campaign representatives hosted an exhibit booth and walked through the crowds, distributing palm-sized HIV testing cards to thousands of festival goers and raising public awareness of the importance of knowing one's HIV status.	• The event presented an opportunity to present the Campaign's "get tested" message to thousands of African American young people. • At the Campaign exhibit booth, Campaign representatives displayed the Campaign's public service announcement featuring Bishop T. D. Jakes, one of the festival's keynote speakers. This worked well to draw crowd members into conversation about HIV testing.

The RRCs engaged event attendees in conversation about why HIV testing was important.

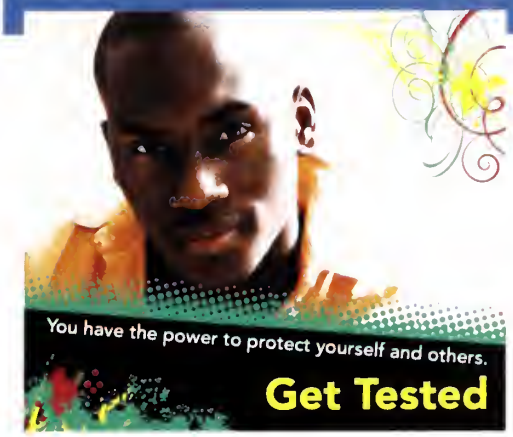
Event	Distinguishing Characteristics
Teen Takeover "Classic Catwalk" The Teen Takeover "Classic Catwalk" was a fashion competition between Washington, DC, and Maryland area high schools held at the University of Maryland's Comcast Center, May 2, 2009. Attended by more than 5,000 DC-area teens, the event featured hip-hop and soul artists and was broadcast live on WKYS 93.9 – KISS FM radio. The Campaign exhibited at the event, distributing Campaign materials and giveaways. Event host Russ Parr of the Russ Parr Morning Show recognized the Campaign with several on-stage callouts and promoted the Campaigns "Get Tested!" message. The Campaign also strategically placed 24" x 36" posters throughout the facility and on stage so that the message would be included in event videos and photos.	• Furthering the Campaigns message, a 60-second radio PSA was developed for the event. The PSA was aired 42 times over a one week period, reaching an estimated 2.5 million listeners. The Campaign was also given a Web banner on the KISS-FM Web site. A hyperlink on the banner forwarded viewers to www.AIDS.gov. • The Campaign partnered with the Prince George's County (MD) Health Department to staff the exhibit booth and offer HIV testing onsite. • The Campaign secured the involvement of a team of university students who worked the crowd and distributed over 1,000 cinch bags imprinted with the Campaign's logo and other materials.
Life@50+ National Event & Expo The Life@50+ National Event & Expo, held September 9-10, 2007 in Boston, Massachusetts, was an expo of products and services for older Americans. It was attended by more than 28,000 people. The Campaign hosted an information booth, distributing information on the impact of HIV/AIDS on older Americans and the need for those over 50 to get tested for HIV.	• On the heels of two well publicized studies on growing rates of HIV/AIDS among older Americans, attendees demonstrated great interest in information about how HIV impacts older adults. Many attendees approached the exhibit booth saying that they had recently read an article about HIV/AIDS and asking if the statistics they read were true. Campaign representatives were able to engage them in conversation, answer questions, and offer information on how to find local HIV testing sites in their communities.

The Campaign learned several important lessons related to message dissemination via existing events:

- *Inviting yourself to someone else's event is often more difficult than it sounds.* One should not underestimate the time and effort required to secure participation in events, particularly when event hosts are unfamiliar with and/or uncomfortable with the topic. The Campaign's model of disseminating its message via existing venues meant that RRCs were continually cold-calling event hosts who were not established allies to convince them to allow the Campaign to host a booth or give a workshop at their event. It took a significant investment of time and effort (not to mention personal charm) to contact initially skeptical event hosts, educate them about how HIV/AIDS impacts their audience, persuade them to allow the Campaign to participate in their event, and then convince them to offer the Campaign a free or reduced exhibit booth rate. It also took a thick skin on the part of the RRCs who did much of the initial contacting as they not infrequently were hung up on or told that their presence was not appropriate for a particular audience. The team, however, viewed even each of those contacts as an opportunity to educate at least one person within the organization about why HIV testing is important. Finally, these pursuits also required patience since oftentimes securing a spot required repeated follow-ups as organizations considered the request.

The Campaign booth at the Rock the Bells music festival. The Campaign had to be flexible to adapt to many different settings.

The Campaign developed business-card sized "palm cards" for distribution at venues where attendees would be unlikely to take full-size fact sheets.



- *The Campaign must be flexible enough to adapt to many different event protocols and formats.* One of the challenges of disseminating a message through existing events rather than hosting your own is that you must adapt to others' systems. Each event the Campaign attended had its own registration rules, booth regulations, costs, and timelines. There was also a wide variety of event formats, ranging from small indoor conferences to massive outdoor festivals. The team had to adapt accordingly and handle a variety of challenges, including weather conditions, small event turnout, the need to generate awareness among competing workshops and booths, and the need to often work on weekends and occasionally on holidays. While difficult, the team's hard work to connect with event hosts and willingness to be flexible usually paid off. They made many new friends and allies for the cause—event hosts often invited the Campaign to return the next year or to participate in other events they planned and organized.
- *It is critical to size up the audience and the venue and adapt accordingly.* Over the course of the Campaign, the project team found that it was sometimes necessary to develop new materials to meet the needs of a particular event. For example, the Campaign only had 8 ½" x 11" fact sheets available when the team secured participation at Urban Beach Week in Miami. Realizing that people in bathing suits would be unlikely to take full-size fact sheets, the team adapted accordingly. They created business card-sized "palm

cards" with information about HIV testing. They also introduced "back-pack billboards," portable signboards that Campaign representatives could wear while walking through the crowds which essentially took the booth to the participants rather than waiting for the participants to stop by a stationary booth. The project team also made strategic decisions about which team member to send to which event. For example, the team trained a consultant who is a senior citizen and deployed him to events targeting older people. In other situations, they partnered with local organizations that represented the event audience's demographic group and used their volunteers to help hand out information. The Campaign also provided ongoing technical assistance to the RRCs, including both one-on-one strategy sessions about outreach plans for specific events and monthly conference calls during which outreach challenges and possible solutions were discussed among all the team members.

- *The field staff must have a very specific skill set.* The RRCs were all highly informed about HIV/AIDS and specifically about HIV testing. In addition to their subject matter expertise, those most successful in this role possessed certain personal qualities that contributed to their ability to effectively deliver the Campaign's message at events. These include persuasiveness, a certain amount of extroversion or willingness to approach and engage strangers in conversation, sensitivity in talking about delicate subject matter, the creativity and gumption to recognize and follow-up on new opportunities, and the ability to "stay on message" while delivering the HHS-approved message regarding HIV testing. Staying on message was particularly important as many event and workshop attendees asked questions or brought up issues that could easily have steered the conversation away from testing. RRCs needed a gentle but firm manner to keep the discussion focused and needed to remain professional when faced with ignorant or deliberately provocative comments. In addition, they had to be willing to travel; willing to work weekends, as most local community-based events are held on weekends; and willing and able to move boxes of materials and set up exhibit booths.

- *It is helpful, but not necessary to have team members dispersed regionally.* As noted previously, the RRCs' positions and their regional focus were a legacy of a prior DHHS HIV/AIDS initiative that was ending just as the Campaign began. The 10 RRCs already worked as contractors in Regional Health Administrators' (RHA) offices across the country. They had desks, DHHS e-mail

accounts, and telephones already set up. To conserve project start-up costs and time, the Campaign deployed the existing RRCs to the new initiative. There were many pros to this tactic. Since the RRCs were already working in their regions and in the field of HIV/AIDS, they had regional and local contacts and were able to identify some events and partnerships that the Campaign may not otherwise have been able to access. Similarly, the connections of their RHAs and other Federal regional office colleagues were helpful in this manner. Most of the RRCs had excellent relationships with their officemates and were able to tap into their resources and elicit their support at events of mutual importance. But there were also some cons. The Campaign team initially pursued events according to regional lines because that was how the RRCs were set up and accustomed to working, not necessarily because it was the most efficient or useful approach. Later, the team revised the regional focus and adapted a different strategy, focused more on target audiences than geographic boundaries. There were also challenges to supervising staff remotely. While it may be helpful for future health social marketing efforts to have staff located across the country and while it worked well for this particular Campaign, it is not necessary.

- *A comprehensive database is required to properly track and manage events.* This project was data intensive. The daily management of events resulted in voluminous communications. Before the database was fully implemented, each event required continuous communication to ensure event details were available to each party who needed the information. E-mail communications were helpful for immediate or action-needed exchanges between project team members, but a centralized database ensured that all staff had access to event information simultaneously and eliminated some steps in the communications process by generating automatic responses after certain inputs. The database also became central repository for data on non-event outreach activities, including ad placements, PSA dissemination, and articles and op-ed placement. Centralizing this information in the database facilitated the transfer of outreach leads from one team member to another when necessary. In addition, the database helped track message reach data that was essential for assessing the impact of the Campaign. Without the database, the quantifiable aspects of the project would have required more labor-intensive location and assembly of data.

2. Partnerships

The Campaign's second method of message dissemination was via strategic partnerships with national and state- or community-based local organizations. OHAP was deliberate in selecting partners who would aid the Campaign in developing and delivering tailored messages to key audience segments. Partners were selected in part on their ability to deliver multiple message doses in various formats. Therefore, each had to have an infrastructure to assist in message dissemination. Ten national partnerships and 9 local partnerships—from HHS' 10 public health regions—were established, funded on varying levels dependent upon the level of effort and outreach. Partner organizations are listed in Figure 6.

Figure 6: National and Local Partners

National Partners	Local Partners
▪ AIDS Alliance for Children, Youth and Families	▪ Urban League of Rhode Island (Region I)
▪ Balm in Gilead	▪ Vermont Coalition of People of Color and SISTA United Alliance (Region I)
▪ International Federation of Black Prides	▪ Hyacinth AIDS Foundation (Region II)
▪ Latino Commission on AIDS	▪ HBCU Connect (Region III)
▪ National Association of People with AIDS	▪ Grace Magazine (Region IV)
▪ National Coalition of Pastors' Spouses	▪ Citizen Action Fund of Wisconsin (Region V)
▪ National Native American AIDS Prevention Center	▪ Oglala Sioux Tribe (Region VIII)
▪ Russ Parr Morning Show Bus Tour (a national media partner)	▪ Guam Communications Network (Region IX)
▪ VIBE Magazine (a national media partner)	▪ African American Reach and Teach Health Ministry (Region X)
▪ YWCA USA	

To secure the national partnerships, Campaign staff researched potential partners and sent OHAP its recommendations. OHAP then selected partners to approach and arranged initial meetings with these organizations to discuss the Campaign and possible activities for partnering. Campaign staff helped facilitate an initial, exploratory meeting between OHAP and the partner organization's president or CEO. If both agreed to move forward, Campaign staff negotiated and finalized a memorandum of understanding with a scope of work outlining tasks to be completed by both Campaign staff and the partner. Payment was staggered, contingent upon achieving certain milestones. Local partnerships followed a similar process, but had a shorter timeframe and required less OHAP involvement.

Many of the national partners had a prior track record of working in the HIV/AIDS field and a history of working with DHHS. With those partners, it was somewhat easier to establish a memorandum of understanding and keep activities on track. With partners who were new to HIV/AIDS, quite a bit more technical assistance was required, but the benefit was adding a new network to those organizations addressing the issue.

Each national partner had three standard tasks it was required to do: creating a Web page on HIV testing or linking from their homepage to the Campaign's Web site through a Web banner; authoring an article or op-ed from the

The International Federation of Black Prides was a key Campaign partner. The Campaign ad appeared in IFBP's annual Pride Guide publication.

organization's leader on the importance of HIV testing and working with Campaign staff to get placed; and providing evaluation data on their organization's efforts to support the work of the Campaign evaluator. In addition to these tasks, the national partners worked with the project team to identify organization-specific opportunities to promote HIV testing to its members and constituents. Some partners sent information about HIV testing to their members via their listserv; some invited Campaign representatives to host training workshops for their members; some worked with the Campaign to produce TV or radio PSAs; some worked with the Campaign to develop customized print ads and secure their placement. The local partners engaged in similar efforts, but the scopes of work were typically less complex than those of the national partners.

Examples of Campaign partnerships and their associated activities are provided in Figure 7. A complete description of all partnerships and their associated activities can be found in the Appendix.

Figure 7: Examples of Partnerships and Associated Partnership Activities

International Federation of Black Prides (IFBP)

Partner Profile

IFBP is a coalition of 29 Black gay, lesbian, bisexual, and transgender (LGBT) Pride organizations working to promote the economic empowerment, health and wellness, social justice, and political empowerment of Black LGBT communities.

Membership/Audience

While the members of IFBP are local entities that organize Black LGBT Pride celebrations and events, the audiences for these events include a significant number of African American MSM, one of the key target audiences for NHTMC outreach. Over 350,000 people attended Black Pride events in the United States in 2008.

Summary of Partnership

IFBP and NHTMC collaborated to design and implement a multi-channel, multi-dose HIV testing promotion initiative reaching African American men who have sex with men (MSM) utilizing both existing and customized Campaign tools and messages integrated into multiple Black LGTB Pride celebrations as possible between May and October, 2008.

Partnership Activities

- Disseminated the Campaign's "get tested" flyer and "HIV/AIDS and MSM" fact sheet to pride members for use at pride events.
- Collaborated with the Campaign to develop, focus test, and place two IFBP-branded print ads promoting HIV testing among Black MSM in both print and online media outlets, as well as in IFBP's annual Pride Guide publication (circulation: 10,000).
- Partnered with eight local Prides to host exhibit booths at events in Columbia, Chicago, Pittsburgh, Detroit, Jacksonville, St. Louis, Atlanta and Baltimore.
- Organized HIV testing by ASO or health department at four events (209 individuals tested)
- Developed and submitted letter to the editor to local LGBT and Black press about importance of HIV testing and availability of testing at Pride events in those eight cities.
- Developed and distributed boilerplate letter to the editor promoting HIV testing for other Prides to disseminate to local media in week leading up to their local Pride celebrations.
- Developed opinion-editorial promoting HIV testing among Black MSM and disseminated it through IFBP's Pride Guide and Web site, member newsletters, and other outlets.
- Featured Campaign Web banner on IFBP Web site, promoting HIV testing and connecting visitors to the Campaign website.
- Developed customized teardrop banners and palm cards for pride events.

Latino Commission on AIDS (LCA)

Partner Profile

LCA is a nonprofit organization dedicated to fighting the spread of HIV/AIDS in Latino communities by promoting HIV education, developing model prevention programs for high-risk communities, and building capacity in community organizations. Among the programs LCA sponsors is National Latino AIDS Awareness Day (NLAAD).

Membership/Audience

LCA reaches out to Latino communities throughout the U.S. and currently provides services in more than 40 States, Washington, DC, Puerto Rico, and the US Virgin Islands.

Summary of Partnership

LCA spearheads all activities for National Latino AIDS Awareness Day (NLAAD), a national health observance day to raise awareness of the impact of HIV/AIDS on Latino communities. The NHTMC-LCA partnership supported the development of bilingual HIV testing resource materials to be distributed in conjunction with this awareness day and other outreach opportunities. LCA distributed these materials to their network of more than 19,000 ASOs and community-based organizations (CBOs) nationwide, who used them to increase knowledge about HIV testing in the specific Latino communities and target groups they work with.

Partnership Activities

- Placed HIV testing print ad targeting Latinos in conference program for National Association of Hispanic Publications, reaching 400 editors and publishers of leading Spanish-language publications in the U.S. Print ad slicks were also distributed in conference tote bags so recipients could run the ad in their own publications or order the artwork for their own use.
- Hosted Campaign exhibit booth at National Association of Hispanic Publications conference.
- Developed a print ad promoting dialogue about HIV testing for among Latino mothers and their daughters. Both Spanish and English versions of the ad were created and disseminated to a national network of community-based organizations.
- Collaborated to develop and produce broadcast-quality video and radio PSAs promoting HIV testing among Latino communities and distribute them nationally to 1,468 media outlets as well as to LCA's network of more than 19,000 ASOs and CBOs serving Latino communities nationwide. PSAs were also posted on four LCA-administered Web sites, where they were available for both viewing and download.
- Developed and disseminated op-ed promoting HIV testing among Latino communities and disseminated it widely to 198 national and local Hispanic media outlets, as well as to LCA's national network of more than 19,000 ASOs and CBOs serving Latino communities.
- Posted PDFs of co-branded HIV testing fact sheets on three Web sites and shared them with LCA listservs reaching more than 10,000 Latino-serving ASOs and CBOs.
- Disseminated the fact sheets (in English and Spanish) to National Latino AIDS Network (300 CBOs and health departments), and to over 1,000 contacts on its national Latino LGBT listserv.
- Included the fact sheets in resource kits mailing to 300 National Latino AIDS Awareness Day (NLAAD) partners and made them available for download on the NLAAD website
- Added the Campaign's information to its four websites (www.latinohivtesting.org, www.latinoaidsagenda.org, www.nladd.org, and www.latinoaids.org) and its pages on MySpace.com, FaceBook.com, and MTVthink.com

Russ Parr Morning Show Bus Tour

Partner Profile

The Russ Parr Morning Show Bus Tour is an annual summer event hosted by nationally syndicated radio personality Russ Parr. The tour includes five weeks of national on-air promotion and a 2-week bus journey across America, with live broadcasts from 11 major cities.

Membership/Audience

The Russ Parr Morning Show airs in 24 markets and primarily targets African-American and urban listeners. The show is heard weekdays by more than 3.2 million listeners.

Summary of Partnership

The Russ Parr Morning Show Back to School Bus Tour and NHTMC collaborated to bring the "get tested for HIV" message to African American urban youth across the country. By using the activities and events associated with the nationally-syndicated radio star's tour, the Campaign was able to reach a wide audience of young people who may not have otherwise received HIV testing messages.

Partnership Activities

- Placed the Campaign logo, promoting the message, "Take Control of Your Health and Your Life, Get Tested for HIV," on the tour bus.
- Disseminated HIV testing information and Campaign giveaways at tour bus stops.
- Collaborated with local HIV testing providers to provide HIV testing onsite at tour events and to promote HIV testing locations on air.
- Conducted national on-air interview about impact of HIV/AIDS on African Americans and importance of HIV testing with OHAP Director Christopher Bates.
- Posted Campaign Web banner, promoting HIV testing, on Russ Parr Morning Show Web site as well as Web sites of participating radio stations.

The Campaign's partnership with the Russ Parr Morning Show Bus Tour brought the "get tested" message to the show's 3.2 million listeners.

Oglala Sioux Tribe

Partner Profile

The Oglala Sioux Tribe, also known as the Lakota Nation, lives in the Pine Ridge Indian Reservation in South Dakota, the second-largest reservation in the United States

Membership/Audience

The tribe has approximately 38,000 members.

Summary of Partnership

NHTMC worked with the Oglala Sioux Tribe's Health Education Office to raise awareness among tribe members of the impact of HIV/AIDS on native communities and the importance of HIV testing. The partnership particularly focused on developing and focus testing print ads, a billboard, and other materials that were culturally relevant for tribe members.

Key Partnership Activities

- Developed, produced, and placed a billboard promoting HIV testing at Pine Ridge Village.
- Collaborated with the Campaign to develop, focus test, and produce radio PSAs on the importance of HIV testing for Native Americans to be aired on Kili Radio (Voice of the Lakota Nation) and streamed through www.kiliradio.org.
- Created Web page dedicated to HIV testing, with downloadable PDF files of the Campaigns fact sheets and print ads
- Posted the Campaign Web banner, promoting HIV testing, on www.goodhealthtv.com, a subscription-based health information network focused on raising health literacy rates through culturally competent and entertaining programming for Native Americans. The programming is played on large screen monitors placed in hospital and clinic waiting areas and community commons.

In partnership with the Oglala Sioux Tribe, the Campaign placed this billboard at the Pine Ridge Reservation in South Dakota, the second-largest reservation in the United States.

VIBE

Partner Profile

VIBE is an urban culture and lifestyle magazine targeting young, African American readers. It has a national subscription base of 850,000 and 2.5 million newsstand sales.

Membership/Audience

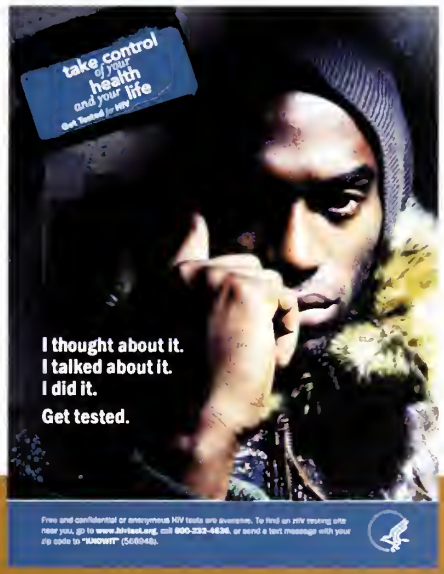
Seventy percent of VIBE readers are African American; 69 percent are aged 18-34.

Summary of Partnership

VIBE and NHTMC collaborated to bring the "get tested for HIV" message to VIBE's readers via the magazine and its associated events between July and September, 2008. Because almost half of all new HIV/AIDS cases are among African Americans, VIBE's readers are a key target audience for the Campaign's "get tested for HIV" message.

Key Partnership Activities

- Placed a full-color print ad in VIBE's July 2008 issue, a special issue focusing on sex, relationships, and safer sex practices, as well as in the October 2008 issue.
- Placed blurb about the Campaign in the magazine's "Check for This" column.
- Hosted Campaign exhibit booth at eight VIBE events between June and September, 2008, each reaching more than 3,000 participants. At each event, NHTMC received endorsements from headlining stage performers, disseminated HIV testing fact sheets and brochures at guest tables and in event gift bags, and distributed Campaign giveaways at the exhibit booth.
- Placed article recapping NHTMC's event participation in VIBE Spot section of the magazine and on magazine's Web site, www.VIBE.com.
- Disseminated the Campaign's "get tested for HIV" message and a link to www.hivtest.org via "VIBE Drop," a weekly e-newsletter reaching 150,000 subscribers.



The Campaign placed this ad in VIBE magazine, reaching more than 3 million readers.

The Campaign learned several important lessons related to message dissemination via national and regional partnerships:

- *The partnership negotiation process takes time.* In some cases, the time it took to negotiate activities and funding took much longer than originally anticipated. The negotiation process was a balancing act as the team worked to create a win-win scenario for both partners. Therefore, it is important to allow ample time (2-3 months) to negotiate, finalize, and execute a memorandum of understanding. These were funded partnerships; for non-funded partnerships, the timeline may be even longer.
- *Partnerships require a great deal of nurturing, management and follow-through.* Partner organizations have competing priorities and constituencies to whom they are responsible. Therefore, it was essential to have a Campaign staff member who was responsible for managing the partnerships and checking in with them regularly to inquire about the status of deliverables and offer technical assistance in drafting materials, provide graphic design or production support, and/or review messages for scientific accuracy. This was particularly important because these were funded partnerships with set benchmarks to be achieved and that required a significant amount of technical assistance. The team found that a manageable span of control is 4 to 5 partnerships at one time for each staff person.

3. General Outreach

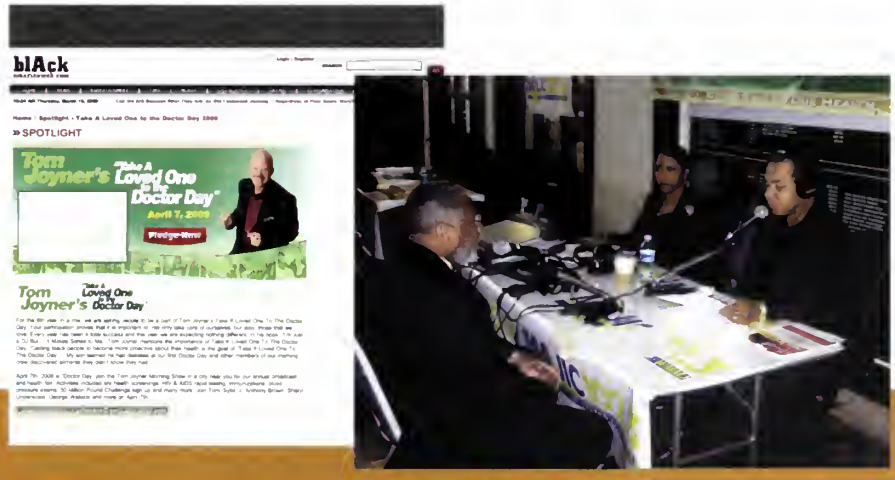
The Campaign's third method of message dissemination was via general outreach to non-partner organizations and the media through the tactical placement of articles, op-eds, video/audio public service announcements (PSAs), online advertisements, and print advertisements. While event and partnership activities occasionally involved paid media (e.g. paid placement of print ads in event programs or national magazines, usually negotiated at reduced rates) the Campaign's general outreach activities involved earned media placed at no cost.

The Campaign used a Web-based media service, Cision MediaSource, to identify the most applicable media outlets for both geographic and demographic audiences allowing the Campaign to target outlets more efficiently and effectively. Some media were intentionally pitched after the initial contact, but in most cases the media picked up the materials from e-mails Campaign staff disseminated with some contacting the Campaign for further information. Having ready-made print ads, articles, and video/audio PSAs greatly enhanced the appeal of the Campaign and made it easier to disseminate to media and

receive pickup in areas and to audiences where the Campaign's message was not necessarily common. Examples of general outreach activities are found in Figure 8. A complete list of general outreach activities can be found in the Appendix.

Figure 8: Examples of Message Dissemination through General Outreach

Outlet	Distinguishing Characteristics
Take a Loved One to the Doctor Day Tom Joyner's Take a Loved One to the Doctor Day is an annual health event encouraging individuals to take care of their own health the health of their loved ones. Sponsored by the nationally-syndicated Tom Joyner Morning Show, the event includes a special broadcast and health screening events at selected cities nationwide. The Tom Joyner Morning Show targets urban, African American listeners, reaching 46,585 listeners/week in Detroit and 998,000 listeners/week in the Washington, DC, metropolitan area. In addition, BlackAmericaWeb, Tom Joyner's Web site, which produces online content to enhance and expand the show, has more than 750,000 members and more than 30,000 unique visitors per month. NHTMC worked with the Tom Joyner Morning Show to incorporate HIV testing into Take a Loved One to the Doctor Day events in Washington, DC, and Detroit, Michigan, on April 7, 2009.	▮ This outreach opportunity allowed the Campaign to disseminate its "Get Tested for HIV" message to a national, African American, urban audience. ▮ It also allowed for multiple doses of messaging—participation included on-air interviews with OHAP Director Christopher Bates, radio PSAs that aired for 30 days, onsite HIV testing at event sites, exhibit booths and Campaign materials dissemination at event sites, and Web content.



OHAP Director Christopher Bates discussed HIV testing on the nationally syndicated Tom Joyner Morning Show for Take a Loved One to the Doctor Day. This outreach opportunity also included placement of radio PSAs, onsite HIV testing at event sites, dissemination of Campaign materials, and placement of Campaign information on the Tom Joyner Web site.

Outlet	Distinguishing Characteristics
The Freedom Years The Freedom Years is a leading Internet resource on health and aging. Sponsored by Retirement Living TV and Erickson Retirement Communities, it provides seniors with information about how to live a healthier life. The Campaign developed a special section of the Freedom Years Web site containing information about HIV, how it impacts older adults, and why older people should get tested. Freedom Years' September 2008 e-newsletter prompted their 85,000 subscribers to visit that section of their Website. It was accessed by approximately 30,000 seniors, caregivers, and providers.	▮ This outreach opportunity reached groups that had not previously been exposed to HIV-related messages and that had not previously been targeted by other Federal and local HIV/AIDS prevention campaigns. ▮ It helped the organization develop a new interest increasing its scope of health/sexuality issues to include HIV and to sustain as a recurring topic. ▮ It promoted the Campaign's message to a hard-to-reach audience. ▮ It expanded outreach nationally at no cost to the Campaign.

The Campaign team learned several important lessons related to message dissemination via general outreach:

- *Start early to factor in time for HHS clearance.* Due to the length of the HHS clearance process, there were some outreach opportunities that the Campaign was not able to successfully act upon. One lesson learned is to explore the extent to which it may be possible to pre-clear boilerplate op-eds or newsletter articles and receive permission to slightly adapt them as needed to meet the needs of a particular target audience without having to have them cleared again.
- *It is helpful to have Federal officials who are available and willing to be interviewed or serve as presenters at large plenary events.* Some media outlets, such as Tom Joyner's radio program, request officials to interview and incorporate into their programming. OHAP Director Christopher Bates' willingness and availability to leave the office, go to the event site in the early morning, and be interviewed live on the radio program contributed to its success.

- *Staff must be open to new opportunities that are presented to get the message out.* Throughout the Campaign, new opportunities to disseminate the message arose to which the team needed to quickly respond—for example, the Campaign had the opportunity to promote HIV testing to women who signed up for the OWH Woman Challenge, so the team quickly developed a listserv message targeted to women and tied HIV testing to women's overall wellness/fitness. It is important to be flexible enough to respond to new opportunities.

Through all three message dissemination methods—participation in existing events, formation of partnerships, and engagement in general outreach—the team found that it was important to maintain a consistent message throughout the life of the Campaign and to provide credible messengers. In marketing and public relations, repetition is reputation, so if audiences are approached with either mixed or inconsistent messages, the effort to affect the behavior and thinking of the intended audience is wasted. In order to maintain consistent messaging, there needs to be adherence to Campaign sources of data, presentations, and branding, as well as quality control to assure that both the information being disseminated and the manner in which it is delivered is under the client's directive. The Campaign team accomplished both these aspects by ensuring that everyone was on script about what the message was, and then provided messengers the audience could relate to and approach.

The Campaign staff also worked throughout the message dissemination process to track intended-audience reach and reaction to the Campaign and determine whether adjustments were needed. This was supplemented by evaluation activities conducted on behalf of the Campaign by JSI/Mosaica. JSI/Mosaica provided ongoing assessments and opinions on Campaign messages and activities, allowing the team to consider possible refinements that could increase the effectiveness of future program efforts. While this process is not unique to health marketing campaigns, the majority of evaluation efforts are done and seen as an end-product rather than a tool to strengthen a program while underway. An example of improvements suggested by the evaluation included adding the CDC's text messaging service, "KNOWIT" to print ads so users had multiple methods of locating a venue to get tested within their Zip code. Further details about the evaluation process are described below.

D. Assessment and Evaluation

OHAP was committed to evaluating the Campaign and ensuring that it was effective and accountable for its goals and objectives. The Office contracted with JSI/Mosaica to document and evaluate the appropriateness of the Campaign's design, the efficiency of the Campaign's processes and overall implementation, and the impact and effectiveness of the Campaign's mobilization activities.

The JSI/Mosaica evaluators reviewed Campaign activities from September 2006 through September 2008. The evaluation included reviews of Campaign materials and internal Campaign documents; assessment forms completed by Campaign workshop participants; telephone interviews with event organizers, sponsor organizations, and formal partners to assess these stakeholders' perceptions of the Campaign and its impact on their work; reviews of post-event report reviews completed by RRCs and other Campaign staff at the conclusion of each event; observations of event workshops and presentations; and RRC interviews.

Based on their review of these components, the evaluators concluded that the Campaign reached 5.5 million people, doubling its initial goal of 2.5 million message recipients, and that the Campaign's partnerships resulted in the development of high quality products that will have a long "shelf life" and can be used in other HIV testing promotion efforts well after the conclusion of the Campaign. Further, they found that the Campaign went beyond staid, informational, statistics-based messages and developed tailored and persuasive messaging to reach its target audiences and motivated many organizations, including those not previously engaged in health and human services efforts, to become involved in HIV prevention and testing. "The Campaign has demonstrated its ability to reach many people nationwide," the evaluators noted. "The findings [of this evaluation] suggest that the Campaign's efforts will lead to an increase in HIV testing and that it will expose more individuals to messages addressing HIV-related stigma and risk behaviors."

Conclusion

As documented by evaluation and anecdote, the Campaign succeeded in bringing its HIV testing message to millions of Americans, encouraging them both to seek testing for themselves and to help mobilize others in their communities to do so as well. The Campaign's effectiveness lay in its use of several different communication channels, providing reinforcing messages from multiple credible sources over time. Six months after the conclusion of the events phase, OHAP continued to receive requests for more materials and invitations to make appearances or re-appearances at events and activities nationwide. The Campaign's approach and process are highly replicable for other public health efforts. National initiatives such as this need to be long-lasting to influence attitudes and behaviors over time. They require sufficient start up time for planning and message development and outreach planning (at least 6 months) and implementation time (at least two years) in order to achieve intended outcomes, but with ample time and staffing to attend to the various message dissemination channels, similar results can be achieved.

Appendix

- Complete list of events
- Summary of Campaign partnerships
- Summary of general outreach activities

Appendix 1 Complete List of Events

EVENTS AT WHICH NHTMC WAS PRESENT

Name of Event	City, State	Start–End Date
2008 Southeast American College of Sports Medicine Annual Meeting	Birmingham, AL	2/14/08–2/16/08
The 24th National Symposium on Child Abuse	Huntsville, AL	3/17/08–3/20/08
Full Gospel Baptist Church Fellowship 2008 International Convemtion	Brimingham, AL	6/25/08–6/27/08
Omega Psi Phi 75th Grand Conclave	Birmingham, AL	7/10/08–7/17/08
Equal Voice for America's Families National Covention	Birmingham, AL	9/5/08–9/6/08
National Forum for Black Public Administrators	Little Rock, AR	4/19/08–4/23/08
3rd Annual Art of Recovery Expo 2007	Phoenix, AZ	9/29/07–9/29/07
In-House Weekend Retreat	Phoenix, AZ	10/12/07–10/14/07
National Legal Aid Defender Association 2007 Annual Confererence	Tucson, AZ	11/7/07–11/12/07
Father & Families Coalition, Inc.	Phoenix, AZ	3/5/08–3/7/08
National Association of School Resource Officers 2008 National Conference	Pheonix, AZ	7/27/08–7/29/08
Voices for Change: Advocacy Solutions for Healthy Communities	Los Angeles, CA	6/7/07–6/7/07
Celebrating the Power of Health & Being-Well	Oakland, CA	6/16/07–6/16/07
Be Still Together: Meditation Retreat for Our Men & Women	Oakland, CA	6/23/07–6/23/07
Disaster Readiness for Special Populations	El Dorado Hills, CA	6/27/07–6/27/07
Nonprofit Day 2007	San Francisco, CA	7/12/07–7/12/07
Substantive Law Conference	San Jose, CA	7/20/07–7/20/07
Region IX Office on Women's Health Advisory Committee Meeting	Honolulu, CA	8/21/07–8/23/07
NBC 4/Telemundo Channel 48 Living Well 2007	San Jose, CA	9/8/07–9/9/07
California Wellness Foundation's Conference on Women's Health	San Francisco, CA	9/26/07–9/26/07
Truck Show Latino and Construction Truck and Equipment Expo	Pomona, CA	10/19/07–10/21/07
8th Annual Inside Out Summit	San Francisco, CA	10/22/07–10/23/07
White House Faith-Based and Community Initiatives - National Summit on Prisoner Re-Entry	Los Angles, CA	11/27/07–11/28/07
A Community Summit on Women & HIV	Oakland, CA	11/30/07–11/30/07
Fifth Annual Statewide Promotoras and Community Health Workers Conference	Burbank, CA	11/30/07–12/1/07
African American Statewide HIV Coalition Summit	Redondo Beach, CA	12/3/07–12/4/07
National Black Graduate Student Association Western Regional Conference	Pasadena, CA	12/7/07–12/8/07
2008 National African American MSM Leadership Conference on HIV/AIDS	Oakland, CA	1/24/08–1/26/08
The Los Angeles Fit Expo	Los Angles, CA	2/15/08–2/17/08
Women's Heart Health Fair 2008	Century City, CA	2/27/08–2/28/08
NBC 4/Telemundo 52 Health and FItness Expo	Los Angeles, CA	4/12/08–4/14/08
Indian Gaming Trade Show and Convention	San Diego, CA	4/21/08–4/23/08
Taste of Tennis	Los Angeles, CA	5/16/08–5/17/08
National Latino Peace Officers Association	San Diego, CA	5/23/08–5/24/08
Asian American and Pacific Islander National Substance Abuse Prevention Summit	Los Angeles, CA	6/5/08–6/6/08
2008 National Hispanic Women's Conference	Pasadena, CA	6/6/08–6/6/08

Name of Event	City, State	Start–End Date
58th Annual San Francisco Juneteenth Celebration 2008	San Francisco, CA	6/21/08–6/22/08
National HIV Testing Day	San Francisco, CA	6/27/08–6/27/08
Centerforce 2008 Annual Resource and Health Fair	Chowchilla, CA	7/2/08–7/2/08
For All My Relations	Anaheim, CA	7/10/08–7/12/08
2008 National Council of La Raza Annual Conference	San Diego, CA	7/12/08–7/15/08
Body Art Expo	Pomona, CA	7/18/08–7/20/08
Ruby Anniversary Pow Wow	LA, CA	7/25/08–7/27/08
Rock The Bells - San Bernardino	San Bernardino, CA	8/9/08–8/9/08
Expo '08 - Latino International Salon and Spa Show	Long Beach, CA	8/16/08–8/18/08
2008 National Assoc Asian American Professionals National Convention & Diversity Career Fair	Los Angeles, CA	8/21/08–8/23/08
14th Annual Latino Behavioral Health Institute Conference	Los Angeles, CA	9/15/08–9/18/08
2nd Annual Asian/Pacific Islander Health Disparities Symposium	Denver, CO	5/19/07–5/19/07
National American Indian Housing Council	Denver, CO	5/21/07–5/23/07
23rd Annual Native American Journalists Association Convention	Denver, CO	6/7/07–6/9/07
Celebra la Vida	Commerce City, CO	6/9/07–6/9/07
Making the Invisible Visible	Denver, CO	6/14/07–6/16/07
Latino Church Event	Wheatridge, CO	6/30/07–6/30/07
Unleashed: 2007 Stars National Conference	Ft. Collins, CO	8/1/07–8/1/07
High-Risk Obstetrics Conference	Snowmass Village, CO	8/8/07–8/10/07
8th Annual Small Business Resource Fair	Denver, CO	8/16/07–8/16/07
13th Annual Boulder Asian Cultural Festival	Boulder, CO	8/19/07–8/19/07
Tribal Nations Children's Environmental Health Summit	Denver, CO	8/22/07–8/22/07
Research for Native Health: Strengthening Partnerships, Promoting Trust, Increasing Communication	Denver, CO	8/23/07–8/23/07
17th Annual City Match Urban MCH Leadership Conference	Denver, CO	8/27/07–8/28/07
Civil Rights Education and Training Conference	Aurora, CO	9/19/07–9/19/07
Community Action Partnership Conference	Steamboat Springs, CO	9/25/07–9/26/07
Housing Colorado NOW Conference	Vail, CO	10/2/07–10/3/07
INCITE! Women of Color Against Violence	Lakewood, CO	10/5/07–10/5/07
The Culture of Data: What Does It All Mean?	Denver, CO	10/12/07–10/12/07
International Gay Rodeo Association Finals	Denver, CO	10/13/07–10/14/07
Increasing Enrollment and Technology Workshop	Boulder, CO	11/7/07–11/7/07
National Hispanic Leadership Institute Executive Training	Denver, CO	11/8/07–11/9/07
19th Annual Colorado Organization for Victim Assistance Conference	Keystone, CO	11/11/07–11/12/07
64th Annual Convention and Trade Show National Congress of American Indians	Denver, CO	11/13/07–11/15/07
Mobilizing Families of Denver: Connects, Empowers and Educates	Denver, CO	11/29/07–11/29/07
World AIDS Day	Denver, CO	12/1/07–12/1/07
World AIDS Day--Fed Bldg	Denver, CO	12/1/07–12/1/07
Combating Sex Trafficking and Modern-Day Slavery	Denver, CO	12/3/07–12/5/07
Empowering the Community to Live Well	Denver, CO	2/9/08–2/9/08
Diabetes Expo	Denver, CO	3/1/08–3/1/08

Name of Event	City, State	Start–End Date
13th Annual Hmong National Conference	Denver, CO	3/26/08–3/30/08
Fourth Annual Voices of Strength	Denver, CO	5/2/08–5/2/08
Rock the Bells- Denver	Englewood, CO	8/23/08–8/23/08
NBC30 Connecticut Women's Expo	Hartford, CT	9/8/07–9/9/07
Latino Expo	Hartford, CT	2/23/08–2/24/08
Diabetes Expo	Hartford, CT	4/19/08–4/19/08
2007 National Conference: Advancing Practice, Policy, and Research	Washington, DC	6/18/07–6/20/07
2007 Minority Women's Health Summit	Washington, DC	8/23/07–8/26/07
Black Family Reunion	Washington, DC	9/8/07–9/9/07
The 53rd National Convention of the National Council of Negro Women	Washington, DC	12/5/07–12/7/07
2008 the National Latino/Hispanic AIDS Leadership Summit	Washington, DC	1/29/08–1/30/08
Aging in America 2008: Joint Conference of National Council on Aging and American Society on Aging	Washington, DC	3/26/08–3/30/08
Take a Loved One to the Doctor	Washington, DC	4/8/08–4/8/08
National Asian Heritage Festival: Fiesta Asia 2008	Washington, DC	5/17/08–5/17/08
CelebrAsian '08 Business Opportunity Conference	Washington, DC	5/27/08–5/29/08
2008 National Conference for College Women Student Leaders	Washington, DC	6/6/08–6/6/08
25th Anniversary Celebration Black Women's Health Imperative	Washington, DC	6/19/08–6/21/08
2008 LULAC 79th National Convention and Exposition	Washington, DC	7/7/08–7/12/08
Alpha Kappa Alpha's Centennial Boule 2008	Washington, DC	7/11/08–7/18/08
NCADV's 30th Anniversary Conference	Washington, DC	7/20/08–7/23/08
Russ Parr 2008 Summer Bus Tour - Washington, DC	Washington, DC	7/28/08–8/28/08
AARP National Convention	Washington, DC	9/3/08–9/6/08
2008 National HBCU Week Conference	Washington, DC	9/7/08–9/10/08
30th Annual Adams Morgan Day Festival	Washington, DC	9/14/08–9/14/08
Congressional Black Caucus 38th Annual Legislative Conference	Washington, DC	9/24/08–9/27/08
Seventh Annual Delaware Women's Wellness Expo	Dover, DE	10/19/07–10/19/07
World AIDS Day	Wilmington, DE	12/1/07–12/1/07
Delaware Healthy Living Expo	Wilmington, DE	3/15/08–3/15/08
Celebrating Life - 50+ Expo	Wilmington, DE	4/30/08–4/30/08
Russ Parr 2008 Summer Bus Tour - Wilmington, DE	Wilmington, DE	8/29/08–8/29/08
Association for the Promotion of Campus Activities	Orlando, FL	7/8/07–7/10/07
35th Annual National Black Police Association National Education & Training Conference	Miami, FL	8/14/07–8/17/07
4th National Conference on Haitian Health 2007 Conference	W. Palm Beach, FL	10/5/07–10/6/07
National Association of Student Personnel Administrators Alcohol Abuse and Prevention Conference	Tampa, FL	1/17/08–1/19/08
Tallahassee Fitness Festival	Tallahassee, FL	1/26/08–1/26/08
40th Annual National Migrant Education Conference	Orlando, FL	4/20/08–4/23/08
Annual National Conference for Race and Ethnicity in American Higher Education	Lake Buena Vista, FL	5/26/08–5/31/08
The 2nd Annual National Conference on Relational Aggression, Mean Girls, and Other Forms of Bullying	Orlando, FL	6/21/08–6/23/08

Name of Event	City, State	Start–End Date
National Association of Blacks in Criminal Justice 35th Annual Conference	Orlando, FL	7/19/08–7/24/08
Gamma Phi Delta Sorority 2008 Boulé	Orlando, FL	8/6/08–8/8/08
Jacksonville Forida Black Pride	Jacksonville, FL	8/10/08–8/10/08
2008 Florida Conference on Aging	Orlando, FL	8/11/08–8/14/08
The 3rd National Conference on Women, Addiction and Recovery: Inspiring Leadership, Changing Lives	Tampa, FL	9/14/08–9/17/08
United States Conference on AIDS	Ft. Lauderdale, FL	9/18/08–9/21/08
Atlanta Pantene Total You Tour	Atlanta, GA	6/9/07–6/9/07
Top Ladies of Distinction National Conference	Savannah, GA	6/27/07–7/2/07
Southern Christian Leadership Conference 50th Anniversary and 49th Convention	Atlanta, GA	8/3/07–8/8/07
2007 Ebony Black Family Reunion Tour	Atlanta, GA	8/25/07–8/25/07
Empower Today's Woman	Atlanta, GA	10/27/07–10/27/07
Deliverance! Women's Conference	Marietta, GA	11/1/07–11/1/07
Creekside High School Presentation	Fairburn, GA	11/2/07–11/2/07
Georgia School Boards Association Meeting	Atlanta, GA	11/30/07–12/2/07
Atlanta Gay Life Travel Expo	Atlanta, GA	12/6/07–12/6/07
Celebration of a New Baptist Covenant	Atlanta, GA	1/30/08–2/1/08
Sister-to-Sister Health Fair	Atlanta, GA	2/9/08–2/9/08
National Youth-At-Risk Conference	Savannah, GA	3/2/08–3/4/08
2008 Economic Justice Summit	Atlanta, GA	4/11/08–4/12/08
23rd Annual National Convention and Expo-National Association of Hispanic Publications	Atlanta, GA	4/16/08–4/19/08
Girl Scouts Health & Fitness 1K Run/Walk 2008	Atlanta, GA	4/19/08–4/19/08
World Natural Hair Health and Beauty Show	Atlanta, GA	4/27/08–4/28/08
National Foster Parent Association 38th Annual Education Conference	Atlanta, GA	5/12/08–5/16/08
National Coalition of Pastors' Spouses (NCPS) Workshop—HIV/AIDS: A Manual for Faith Communities	Smyrna, GA	6/7/08–6/7/08
The Office of Juvenile Justice and Delinquency Prevention National Youth Gang Symposium	Atlanta, GA	6/23/08–6/26/08
The American School Counselor Association: Setting New Standards Conference	Atlanta, GA	6/28/08–7/1/08
2008 National Conference	Atlanta, GA	7/23/08–7/26/08
Bronner Brothers International Hair Show	Atlanta, GA	8/2/08–8/4/08
Progressive National Baptist Convention Inc.	Atlanta, GA	8/3/08–8/9/08
In the Life Atlanta	Atlanta, GA	8/31/08–8/31/08
Iowa Juneteeth Health Forum	Des Moines, IA	7/30/08–7/30/08
Pacific Northwest Libraries Association 2008 Conference: Libraries Go Wild! Beyond the Expected!	Post Falls, ID	8/6/08–8/9/08
Loving Decision Conference 2007 "The Next 40 Years of Multiracial Communities"	Chicago, IL	6/21/07–6/24/07
DuSable Museum's 33rd Annual Arts & Crafts Festival	Chicago, IL	7/14/07–7/15/07
Quinn Chapel AME Church Anniversary	Chicago, IL	7/21/07–7/21/07
Working for Togetherness	Chicago, IL	7/25/07–7/25/07

Name of Event	City, State	Start–End Date
3rd Legislative District's Fourth Annual Health and Fitness Fair	Chicago, IL	8/4/07–8/4/07
5th Annual Back to School Health Fair	Markham, IL	8/17/07–8/17/07
3rd Annual Family Wellness Fair	Chicago, IL	8/17/07–8/17/07
Road Trip 2007: Mapping Our Journey, Region V Runaway and Homeless Youth Provider Conference	Chicago, IL	8/21/07–8/23/07
8th Annual Chicago Football Classic	Chicago, IL	9/8/07–9/8/07
St. Gabriel Church Health Fair	Chicago, IL	9/9/07–9/9/07
Muebleria Continental & Hispanocare Community Health Fair - Chicago	Chicago, IL	9/22/07–9/22/07
Family Bridges Marriage Conference	Chicago, IL	9/29/07–9/29/07
4th Annual Health and Wealth Fair	Zion, IL	11/3/07–11/3/07
2007 Illinois Women's Health Conference	Oakbrook, IL	11/14/07–11/15/07
Clergy Leadership Summit IV	Chicago, IL	1/12/08–1/12/08
26th Annual National Hispanic Leadership Conference	Chicago, IL	2/14/08–2/15/08
America's Beauty Show	Chicago, IL	3/1/08–3/3/08
Women of African Descent and HIV/AIDS: How Do We Protect, Uplift and Save our Sisters?	Chicago, IL	3/11/08–3/11/08
20th Annual National Black Graduate Student Association Conference	Schiller Park, IL	3/12/08–3/16/08
Society for Sex Therapy and Research 33rd Annual Meeting	Chicago, IL	3/13/08–3/16/08
Northeastern Illinois University	Chicago, IL	3/24/08–3/24/08
5th Annual Chicago Diabetes EXPO	Chicago, IL	4/11/08–4/12/08
LSWO Family Justice Conference 2008	Chicago, IL	6/11/08–6/13/08
African American Male Health & Fitness Experience	Chicago, IL	6/14/08–6/14/08
2008 National Association of Health Advisors, National Meeting	Chicago, IL	6/26/08–6/28/08
Chicago Windy City Black LGBT-SGL Pride	Chicago, IL	7/6/08–7/6/08
National Convention of Gospel Choirs & Choruses	Chicago, IL	8/2/08–8/9/08
National Pastors and Elders Conference	Oak Brook, IL	8/26/08–8/28/08
Association of African American Museums 2008 Annual Conference	Chicago, IL	8/27/08–8/30/08
Equal Voice for America's Families National Convention	Chicago, IL	9/5/08–9/6/08
Midwest Latino Student Leadership Conference	Chicago, IL	9/27/08–9/27/08
The Eighth Annual African American Male National Conference	Indianpolis, IN	10/19/07–10/19/07
White House Faith-Based and Community Initiatives Conference	Indianapolis, IN	11/5/07–11/6/07
The Society for the Scientific Study of Sexuality 50th Anniversary Conference	Indianapolis, IN	11/9/07–11/10/07
National Black Graduate Student Association North Central Region Conference	West LaFayette, IN	11/30/07–12/1/07
10th Annual Kids Count in Indiana Conference	Indianapolis, IN	12/5/07–12/6/07
INShape Black & Minority Health Fair	Indianapolis, IN	7/16/08–7/21/08
Russ Parr 2008 Summer Bus Tour - Indianapolis	Indianapolis, IN	8/6/08–8/6/08
Fiesta Mexicana	Topeka, KS	7/17/07–7/21/07
Healthy Cultures, Healthy Kansas Moving Forward	Topeka, KS	3/31/08–4/1/08
Recovery for a Lifetime Conference	Overland Park, KS	8/28/08–8/31/08
Fabric of the Family	Kansas City, KS	9/25/08–9/25/08
2007 African American/Latino Leadership Conference on HIV/AIDS	Lexington, KY	9/6/07–9/8/07

Name of Event	City, State	Start–End Date
35th Annual National Conference on the Black Family in America	Louisville, KY	3/13/08–3/16/08
National Baptist Congress of Christan 103rd Annual Session	Louisville, KY	6/16/08–6/20/08
Kentucky PTA Annual Convention/Leadership Conference	Louisville, KY	7/10/08–7/12/08
National League of Postmasters of the United States 105th Annual Convention & Exhibition	Louisville, KY	8/2/08–8/5/08
Russ Parr 2008 Summer Bus Tour - Louisville	Louisville, KY	8/5/08–8/5/08
NRHA Skill-Building Workshop	New Orleans, LA	6/14/07–6/15/07
Louisiana Primary Care Association and Southwest Regional Primary Care Association Annual Continuing	New Orleans, LA	6/18/07–6/20/07
Tri-State RV and Camping Show and Sale	Shreveport, LA	1/25/08–1/27/08
Pastors and Lay Leadership	New Orleans, LA	2/11/08–2/14/08
Essence Musical Festival	New Orleans, LA	7/4/08–7/7/08
Blacks in Government 30th Annual National Training Conference	New Orleans, LA	8/11/08–8/18/08
Men's Health Symposium	Boston, MA	5/23/07–5/23/07
Personal Protective Equipment: Protecting Yourself and Your Community from Infectious Disease	Bridgewater, MA	6/13/07–6/13/07
Heritage, Youth and Family Festival	Worcester, MA	6/23/07–6/23/07
Celebra La Vida Con Salud 2007	Boston, MA	7/15/07–7/15/07
Lowell Folk Festival	Lowell, MA	7/27/07–7/27/07
54th Annual Native American Fair	Grafton, MA	7/29/07–7/29/07
Cambridge Carribean Carnival	Cambridge, MA	8/26/07–8/26/07
Life@50+ National Event & Expo	Boston, MA	9/6/07–9/8/07
Massachusetts Civic Summit	Worcester, MA	11/16/07–11/16/07
1st Inaugural Multicultural Heart & Soul Family Festival and Symposium	Boston, MA	11/17/07–11/17/07
La Feria de la Familia	Boston, MA	11/18/07–11/18/07
World AIDS Day Event--Community Conversation: Connecting the Local and the Global	Boston, MA	12/1/07–12/1/07
National African HIV Initiative- New England Regional Summit	Worcester, MA	2/8/08–2/8/08
Sister to Sister Heart Health Fair	Boston, MA	2/13/08–2/13/08
National Association of Student Personnel Administrators Conference 2008	Boston, MA	3/8/08–3/12/08
33rd Conference National Association of Hispanic Nurses	Boston, MA	7/15/08–7/18/08
Minorities in Research Science	Baltimore, MD	9/15/07–9/15/07
Maryland's 19th Annual Suicide Prevention Conference	Baltimore, MD	10/3/07–10/3/07
Sister to Sister Heart Health Fair	Baltimore, MD	2/26/08–2/26/08
National Black Justice Coalition National Convention 2008	Baltimore, MD	4/24/08–4/26/08
2008 NOW National Conference	Bethesda, MD	7/18/08–7/20/08
National African HIV/AIDS Initiative Regional Summit	Rockville, MD	9/11/08–9/13/08
Baltimore Black Gay Pride	Baltimore, MD	10/13/08–10/13/08
College Expo	College Park, MD	11/8/08–11/8/08
Annual Greater Portland Festival of Nations	Portland, ME	7/28/07–7/28/07
Penobscot Nation Health Summit	Penobscot Reservation Indian Island, ME	8/4/07–8/4/07

Name of Event	City, State	Start–End Date
6th Annual Greater Portland Festival of Nations	Portland, ME	7/26/08–7/26/08
Battle Creek Cereal Festival	Battle Creek, MI	6/9/07–6/9/07
National Association for the Advancement of Colored People 98th Annual Convention	Detroit, MI	7/7/07–7/12/07
Mott Community College Gay & Straight Alliance	Flint, MI	11/7/07–11/7/07
Take a Loved One to the Doctor Day	Detroit, MI	4/8/08–4/8/08
Gentlemen Preferred	Detroit, MI	6/1/08–6/1/08
Detroit's Hotter than July: Black GLBT Pride	Detroit, MI	7/26/08–7/26/08
NANBPWC 2008 National Convention	Detroit, MI	7/30/08–8/2/08
Russ Parr 2008 Summer Bus Tour – Detroit	Detroit, MI	7/31/08–7/31/08
International Association of Black Fire Fighters 19th Convention and Training Conference	Detroit, MI	8/3/08–8/8/08
78th Grand Chapter Meeting, Kappa Alpha Psi Fraternity, Inc.	Minneapolis, MN	7/10/07–7/15/07
Pioneer Network 7th Annual Conference	Minneapolis, MN	8/1/07–8/2/07
Minnesota GLBT Soul Essence	Minneapolis, MN	8/13/07–8/13/07
7th National Changing Patterns of Cancer in Native Communities: The Power of Partnerships	Minneapolis, MN	9/5/07–9/7/07
19th Annual National Service-Learning Conference	Minneapolis, MN	4/9/08–4/12/08
Annie Malone Festival	St Louis, MO	4/12/07–4/12/07
Black Women Leaders Conference	Kansas City, MO	5/17/07–5/17/07
HIV/AIDS/STDs and Human Sexuality Conference	Kansas City, MO	6/13/07–6/15/07
Pass It Forward Youth Rally	Kansas City, MO	8/11/07–8/11/07
St. Louis Black Expo	St. Louis, MO	8/18/07–8/20/07
Prostate Walk	Kansas City, MO	9/15/07–9/15/07
St. Louis Gateway Classic	St. Louis, MO	9/28/07–9/28/07
1st Annual HIV Community Expo	Kansas City, MO	10/19/07–10/19/07
American Indian Symposium	Kansas City, MO	11/7/07–11/7/07
Meeting of the Minds 08	Kansas City, MO	4/3/08–4/5/08
Power to End Stroke Gospel Tour	Kansas City, MO	4/20/08–4/20/08
Hispanic Chamber of Commerce of Greater Kansas City	Kansas City, MO	5/11/08–5/11/08
Public Health and Safty Fair	Kansas City, MO	6/7/08–6/7/08
2008 Ecumenical Women's Gathering	Independence, MO	6/19/08–6/22/08
Metropolitan Missionary Baptist Church	Kansas City, MO	6/28/08–6/28/08
African Methodist Episcopal General Conference	St. Louis, MO	7/7/08–7/11/08
Alpha Phi Alpha 2008 Convention	Kansas City, MO	7/17/08–7/21/08
St.Louis Black Pride	St.Louis, MO	8/17/08–8/17/08
National Black Police Association 36th Annual National Education & Training Conference	St. Louis, MO	8/18/08–8/21/08
Missouri Black EXPO	St. Louis, MO	8/24/08–8/26/08
National African American Student Leadership Conference	Holly Springs, MS	1/18/08–1/19/08
That's Real Talk: 2008 Town Hall Meeting and Youth Conference	Indianola, MS	2/7/08–2/9/08
Montana Public Health Association Annual Conference	Helena, MT	9/10/07–9/12/07
American Indian Heritage Day	Billings, MT	9/28/07–9/28/07

Name of Event	City, State	Start–End Date
Public Health: Are We Ready?	Bozeman, MT	9/9/08–9/11/08
The Soul of Sexuality: Exploring the Depth and Dimensions of Pleasure	Charlotte, NC	6/21/07–6/24/07
2007 North Carolina Resource Conservation & Development Association Southeastern Convention	Asheville, NC	9/9/07–9/11/07
North Carolina Congress of Parents and Teachers Annual Parent Education Conference	Research Triangle Park, NC	5/10/08–5/10/08
Russ Parr 2008 Summer Bus Tour - Raleigh	Raleigh, NC	8/11/08–8/11/08
Women's Health Summit	Fargo, ND	5/7/07–5/7/07
American Indian Higher Education Consortium: Coming Together As One	Bismarck, ND	3/17/08–3/19/08
Fall Confrence on Aging	Omaha, NE	10/21/07–10/22/07
Latino Leadership Conference & Expo	Omaha, NE	11/8/07–11/9/07
Black New England Conference: Life, History, and Community in Maine, New Hampshire & Vermont	Durham, NH	6/1/07–6/2/07
8th Latino Festival Parade 2007	Manchester, NH	8/18/07–8/18/07
Annual Latino Festival of New Hampshire	Manchester, NH	8/16/08–8/16/08
Community Prevention Awareness Day	Elizabeth, NJ	8/23/07–8/23/07
New Jersey State Conference of NAACP	Egg Harbor Township, NJ	9/22/07–9/22/07
Celebration 50+ Expo	Wayne, NJ	10/18/07–10/18/07
2007 Annual Sex ED Conference	Somerset, NJ	11/1/07–11/1/07
HIV/AIDS Education Day	Totowa, NJ	12/14/07–12/14/07
Market Pro Computer Show	Secaucus, NJ	12/15/07–12/16/07
New Jersy Foundation for Aging: Promoting Successful Aging	Jamesburg, NJ	6/12/08–6/12/08
NCPS Seminar -- HIV/AIDS: A Manual for Faith Communities	Union, NJ	8/9/08–8/9/08
Nex Mexico Infrastructure Finance Conference	Albuquerque, NM	10/23/07–10/25/07
2007 Gallup Intercultural Film Festival	Gallup, NM	11/2/07–11/3/07
Keeping the Circle Strong: Celebrating Native Women's Health and Well-Being	Albuquerque, NM	6/8/08–6/10/08
Region IX Tribal Consultation	Las Vegas, NV	5/24/07–5/25/07
Medical Reserve Corps Western Summit	Las Vegas, NV	7/18/07–7/19/07
National League of Postmasters Convention	Las Vegas, NV	7/21/07–7/27/07
World of Women	Las Vegas, NV	11/3/07–11/3/07
Association of Professional Piercers Conference and Exposition 2008	Las Vegas, NV	4/20/08–4/25/08
National Congress of American Indians Mid-Year Conference	Sparks, NV	6/1/08–6/3/08
National Unity Conference	Reno, NV	7/12/08–7/14/08
Evangelist Crusade Event	Brooklyn, NY	8/15/07–8/15/07
Violence Prevention Block Party 2007	Flushing,Queens, NY	8/19/07–8/19/07
East Harlem AIDS Walk	New York, NY	9/8/07–9/8/07
Feria de Salud por tu familia	Bronx, NY	9/15/07–9/15/07
Central Harlem Health Revival	New York, NY	9/26/07–9/26/07
American Diabetes Association Diabetes Expo	New York, NY	9/29/07–9/29/07
Sixth Annual La Iniciativa Latina Religious Summit on Sexuality	Brooklyn, NY	10/20/07–10/20/07
2nd Annual Taking The Road to Eliminate Health Disparities	Long Island, NY	10/25/07–10/25/07

Name of Event	City, State	Start–End Date
Gay Life Expo	New York, NY	11/3/07–11/4/07
Healthy Communities, Healthy Youth Conference 2007: Transforming Relationships For the Common Good	Rochester, NY	11/8/07–11/10/07
23rd Annual Mayoral Conference on Alzheimer's Disease	New York, NY	11/8/07–11/8/07
Dine & Learn Healthy Women Symposium	Brooklyn, NY	11/9/07–11/9/07
CCF/National HIRE Network Conference The Nexus Between Education, Employment and Reintegration	New York, NY	11/28/07–11/28/07
World AIDS Day	New York, NY	12/6/07–12/6/07
Market PRO Computer Shows	Bronx, NY	12/8/07–12/9/07
ASPIRA'S 15th Annual Youth Conference	New York, NY	1/19/08–1/19/08
National Black AIDS Awareness Day	Brooklyn, NY	2/7/08–2/7/08
Women's Heart Health Fair 2008	New York, NY	2/15/08–2/15/08
Statewide Faith Forum	Poughkeepsie, NY	4/2/08–4/3/08
2008 Annual Conference of New York State Assembly Puerto Rican/Hispanic Task Force	Albany, NY	4/24/08–4/27/08
3rd Annual Dine and Learn Healthy Youth Symposium	Brooklyn, NY	5/9/08–5/9/08
29th Annual Asian Pacific American Heritage Festival	New York City, NY	5/10/08–5/10/08
NCPS Seminar--HIV/AIDS: A Manual for Faith Communities	Brooklyn, NY	5/28/08–5/28/08
Federal Asian Pacific American Council: 23rd Annual National Leadership Training Conference	Brooklyn, NY	6/23/08–6/27/08
National Organization of Black Law Enforcement Executives	New York, NY	7/26/08–7/31/08
VIBE Maganzine: Artists on the Verge #1	New York, NY	9/19/08–9/19/08
VIBE Magazine: Artists on the Verge #2	New York, NY	9/26/08–9/26/08
VIBE Magazine: Artists on the Verge #3	New York, NY	10/3/08–10/3/08
Columbus Asian Festival	Columbus, OH	5/26/07–5/27/07
African Methodist Episcopal Church 2007 General Board & Council of Bishops Meeting	Columbus, OH	6/24/07–6/26/07
NBC 4 5th Annual Health & Fitness Expo	Columbus, OH	10/6/07–10/7/07
2008 Offender Workforce Development Conference	Cleveland, OH	4/13/08–4/16/08
Russ Parr 2008 Summer Bus Tour – Dayton	Dayton, OH	7/30/08–8/30/08
Russ Parr 2008 Summer Bus Tour – Cleveland	Cleveland, OH	8/1/08–8/1/08
Russ Parr 2008 Summer Bus Tour – Cincinnati	Cincinnati, OH	8/4/08–8/4/08
Midwest Black Family Reunion	Cincinnati, OH	8/14/08–8/17/08
20th Annual Substance Abuse Conference and Mental Health Best Practices Conference	Tulsa, OK	1/22/08–1/25/08
NCPS Seminar--HIV/AIDS: A Manual for Faith Communities	Tulsa, OK	7/19/08–7/19/08
Building on Family Strengths Conference	Portland, OR	5/31/07–6/2/07
Northwest Health Foundation's 3rd Community-Based Participatory Research Conference	Portland, OR	7/19/07–7/20/07
2007 National Indian Health Board Annual Consumer Conference	Portland, OR	9/24/07–9/28/07
2008 Pacific Northwest Farmworkers Summit	Portland, OR	3/5/08–3/7/08
2008 Asia Fest	Portland, OR	5/9/08–5/10/08
2007 Philadelphia Fatherhood Festival	Philadelphia, PA	6/9/07–6/9/07
Omega Psi Phi 13th District Leadership Conference	Philadelphia, PA	7/13/07–7/14/07

Name of Event	City, State	Start–End Date
National Conference on Volunteering and Service	Philadelphia, PA	7/16/07–7/18/07
Unity Day 2007	Philadelphia, PA	8/19/07–8/19/07
Annual Session of the National Baptist Convention, USA	Philadelphia, PA	9/3/07–9/7/07
2007 Annual HR Conference	Hershey, PA	11/27/07–11/27/07
Healthy Living Expo of Greater Philadelphia	Philadelphia, PA	1/27/08–1/27/08
Sister to Sister Heart Health Fair	Philadelphia, PA	2/21/08–2/21/08
2008 Society for Cinema and Media Studies Conference	Philadelphia, PA	3/6/08–3/9/08
2008 Teen Pregnancy Prevention Conference	State College, PA	5/19/08–5/20/08
Mazzoni Center 7th Annual Philadelphia Trans-Health Conference	Philadelphia, PA	5/29/08–5/31/08
Wizard World	Philadelphia, PA	5/30/08–6/1/08
Pittsburgh Black Pride	Pittsburg, PA	7/27/08–7/27/08
Latino Expo	Providence, RI	9/22/07–9/23/07
South Carolina Campaign to Prevent Teen Pregnancy Summer Institute	N. Charleston, SC	6/12/07–6/15/07
National Baptist Convention: A Closer Look at Health Disparities through Faith-Based Initiatives	Myrtle Beach, SC	9/3/07–9/5/07
Black Bike Week	Myrtle Beach, SC	5/23/08–5/26/08
South Carolina Campaign to Prevent Teen Pregnancy: 9th Annual Summer Institute	Greenville, SC	6/17/08–6/20/08
3rd Annual South Carolina Black Pride - Black Pride 365	Columbia, SC	6/28/08–6/28/08
Russ Parr 2008 Summer Bus Tour - Columbia	Columbia, SC	8/7/08–8/7/08
Black Hills Pow Wow	Rapid City, SD	10/5/07–10/7/07
Native American Indian Association Pow Wow	Nashville, TN	10/19/07–10/21/07
National Alliance of Black School Educators 2007 Southeastern Convention	Nashville, TN	11/15/07–11/17/07
West Tennessee Health Diversity Institute	Memphis, TN	11/29/07–12/1/07
2008 Sisterhood Outreach Summit & Showcase	Memphis, TN	6/7/08–6/8/08
Seventh Annual Conference for School Nurses	Knoxville, TN	6/11/08–6/11/08
National Association of Area Agencies on Aging 33rd Annual Conference and Tradeshow	Nashville, TN	7/20/08–7/23/08
Gospel Music Workshop of America 41st Annual Convention	Nashville, TN	8/9/08–8/15/08
National Coalition of Pastors Spouses (NCPS) Training #1	Memphis, TN	12/5/08–12/5/08
2007 Health Workforce Diversity Regional Conferences	Houston, TX	6/12/07–6/12/07
Lifelong Learning Series: Pharmacotherapy Integrating New Tools Into Practice	San Antonio, TX	6/20/07–6/20/07
2007 Texas Association of Addiction Professionals State Conference	San Antonio, TX	6/21/07–6/23/07
Region VI Office of Minority Health and Office on Women's Health Leadership State Liaison Joint Meet	Dallas, TX	7/11/07–7/13/07
2007 Health Workforce Diversity Regional Conference	McAllen, TX	7/12/07–7/13/07
Viva Dallas! Hispanic Expo	Dallas, TX	8/11/07–8/12/07
North American Menopause Society 2007 Annual Meeting	Dallas, TX	10/3/07–10/6/07
Rural Health Clinics Conference	San Antonio, TX	10/12/07–10/13/07
KwanzaaFest Health Fest 2007	Dallas, TX	12/7/07–12/9/07
Minority Greek Leadership Conference	Houston, TX	1/16/08–1/20/08

Name of Event	City, State	Start–End Date
Elite News Martin Luther King Day Breakfast, Parade and Festival	Dallas, TX	1/21/08–1/21/08
NBC5 Health Fit Expo	Dallas, TX	1/26/08–1/27/08
Entrepreneur Expo	Fort Worth, TX	2/8/08–2/8/08
National Women's Heart Day	Dallas, TX	2/9/08–2/9/08
Texas Alliance of Black School Educators	Galveston, TX	3/6/08–3/8/08
2008 LULAC Women's Conference	San Antonio, TX	3/14/08–3/15/08
Central and South Texas Minority Business Council Annual "Face Time" Expo	San Antonio, TX	3/20/08–3/20/08
National Bar Association 83rd Annual Convention & Exhibits	Houston, TX	7/27/08–7/29/08
Faith Initiative Health Fair	Salt Lake City, UT	5/12/07–5/12/07
Conference on Social Awareness	Salt Lake City, UT	1/25/08–1/26/08
Family Unity and Community Conference	Salt Lake City, UT	2/23/08–2/23/08
72nd National Convention	Richmond, VA	7/31/07–8/4/07
VCA Fall Convention	Staunton, VA	10/12/07–10/14/07
2007 Student Leadership Conference	Newport News, VA	11/3/07–11/3/07
YWCA USA National Conference & Annual General Assembly	Alexandria, VA	4/10/08–4/13/08
ECDC's 14th Annual Conference on African Refugees and Immigrants: The Optimism of Generations	Arlington, VA	5/5/08–5/7/08
Voices 2008: Defining Change - AIDS Alliance for Children, Youth and Families National Conference	Arlington, VA	5/16/08–5/19/08
Russ Parr 2008 Summer Bus Tour - Richmond	Richmond, VA	8/12/08–8/12/08
2008 National Asian Peace Officers Association National Training Conference	Arlington, VA	8/25/08–8/29/08
Whole Health Expo	Burlington, VT	10/20/07–10/21/07
5th Annual Latina Health Fair	Seattle, WA	5/19/07–5/19/07
South Puget Sound Intertribal Planning Agency Medical Update Conference	Shelton, WA	5/24/07–5/25/07
Washington Alliance for Healthy Aging's (WAHA) 5th Annual Healthy Aging Summit	Tacoma, WA	5/31/07–5/31/07
15th Annual Beacon Hill Community Festival	Seattle, WA	6/2/07–6/2/07
Latino Health Summit - Chronic Disease and Tobacco Use in the Latino Community	Seattle, WA	6/21/07–6/22/07
2007 Washington State Institute on Addictions Treatment Conference: Partnerships for Recovery	Tacoma, WA	6/27/07–6/29/07
Northwest Diversity Learning Series: Including & engaging people who are transgender and bisexual	Seattle, WA	7/12/07–7/12/07
2007 Gamma Alpha Omega National Convention: Gamma Reign: The Foundation to Greatness	Renton, WA	7/13/07–7/13/07
Seattle's Chinatown-International District Summer Festival	Seattle, WA	7/14/07–7/15/07
Pista sa Nayon 2007	Seattle, WA	7/22/07–7/22/07
Northwest Institute for Community Health Educators 2007	North Bend, WA	7/23/07–7/27/07
Umoja Fest 2007: African Heritage Parade & Festival	Seattle, WA	8/3/07–8/5/07
3rd Annual Northgate Family Festival	Seattle, WA	8/11/07–8/12/07
United Africa Day	Seattle, WA	8/18/07–8/18/07
3rd Annual Ethnic Elders Resource Fair	Lynnwood, WA	9/8/07–9/8/07

Name of Event	City, State	Start–End Date
6th Annual Asian and Pacific Islander Community Health Center Leadership Conference	Seattle, WA	9/30/07–10/2/07
Seattle Women's Summit	Seattle, WA	10/6/07–10/6/07
Festival Sundiata 2008	Seattle, WA	2/15/08–2/18/08
Washington State Non-Profit 14th Annual Conference	Bellevue, WA	4/9/08–4/9/08
6th Annual Kidney Health Fest for African American Families	Seattle, WA	5/3/08–5/3/08
Seattle's Chinatown-International District Summer Festival 2008	Seattle, WA	7/12/08–7/13/08
Seattle Pacific Northwest National African HIV Initiative Regional Summit	Seattle, WA	8/22/08–8/22/08
United Africa Day Celebration	Seattle, WA	8/23/08–8/23/08
National Indian Council on Aging's Biennial Conference	Tacoma, WA	9/5/08–9/9/08
National Association of College and University Residence Halls 2007 Conference	Oshkosh, WI	5/30/07–6/4/07
Voices Spoken, Voices Heard, Strengthen Our Voices Through Encouragement and Balance	Baraboo, WI	5/18/08–5/23/08
Minority Health Disparities in Rural Appalachia Conference	Beckley, WV	8/9/07–8/10/07
Jefferson County African American Culture and Heritage Festival	Ranson, WV	8/18/07–8/18/07
4th Minority Health Disparities in Rural Appalachia Conference	Beckley, WV	8/6/08–8/8/08
Women's and Girls Health Summit	Cheyenne, WY	6/22/07–6/23/07
Office Gynecology Conference	Jackson Hole, WY	7/29/07–7/31/07
Annual Methamphetamine Conference	Casper, WY	1/9/08–1/11/08

Appendix 2 Summary of Campaign Partnerships

NATIONAL HIV TESTING MOBILIZATION CAMPAIGN
PARTNERSHIPS SUMMARY

I. National Partnerships

The National HIV Testing Mobilization Campaign (NHTMC) forged partnerships with national organizations who aided the Campaign in developing and delivering tailored HIV testing messages to key audience segments. Partners were selected based on their access to populations disproportionately impacted by HIV/AIDS and their ability to deliver multiple message doses in various formats. Partner activities ranged from providing technical assistance for producing print ads to developing the content for and producing a webinar series on HIV/AIDS and the importance of HIV testing. Below is a description of the Campaign's national partners and key partnership activities.

AIDS Alliance for Children, Youth and Families

Partner Profile

AIDS Alliance for Children, Youth & Families is a national nonprofit membership organization that gives voice to the needs of women, children, youth, and families living with and affected by HIV and AIDS.

Membership/Audience

AIDS Alliance members include health care providers, researchers, administrators, and consumers living with HIV and AIDS, including HIV-positive youth.

Summary of Partnership

The NHTMC-AIDS Alliance partnership was designed to add a strong emphasis on HIV testing to the Alliance's annual Voices conference May 17-19, 2008 in Arlington, Virginia, reaching approximately 400 community-based HIV/AIDS advocates from across the nation with multiple message doses as well as tools and resources to use in educating the public about and promoting testing back in their communities.

Partnership Activities

- Distributed HIV testing brochures in 500 conference tote bags at Voices 2008 national conference.
- Placed full-page HIV testing ad in conference program book (600 copies).
- Conducted luncheon plenary and Campaign workshop on HIV testing at conference.
- Hosted Campaign exhibit booth at conference, disseminating fact sheets and fielding questions from participants.
- Offered a special day-long "booster" session for 24 AIDS Alliance Consumer Leadership program alumni in how to deliver a variation of the Campaign's standard HIV testing presentation in their communities; at least 10 trainees subsequently conducted 1-2 presentations each, with 10-15 attendees per presentation.
- Provided scholarships for 5 individuals to attend booster training.
- Placed Campaign Web banner on AIDS Alliance Web site home page, receiving approximately 55,000 page views.

Balm in Gilead

Partner Profile

Balm in Gilead is a nonprofit organization whose mission is to engage Black churches to become centers for education, compassion and care in the fight against HIV/AIDS and other health issues affecting African Americans.

Membership/Audience

Balm in Gilead members include thousands of African American faith communities nationwide.

Summary of Partnership

Balm in Gilead and NHTMC collaborated to incorporate a strong emphasis on HIV testing into Black Church Week of Prayer for the Healing of AIDS, an annual HIV/AIDS-awareness event sponsored by Balm in Gilead, and other faith-based outreach opportunities. Activities were designed to help eliminate the stigma associated with

HIV/AIDS that often prevents members of faith communities from seeking testing and to identify ways in which church members can serve as ambassadors for HIV testing.

Partnership Activities

- Distributed HIV testing fact sheets to 30,000 individuals at nine faith events, including the Black Church Institute on HIV, National Baptist Convention, and the Christian Methodist Episcopal Convention.
- Developed article on the importance of HIV testing for distribution in weekly church bulletins nationwide.
- Developed a co-branded print ad targeting faith community members for placement in the Oct/Nov issue *Gospel Today* magazine and the Archdiocese of New York, Office of Black Ministry commemorative journal, reaching 70,000 recipients.
- Placed the co-branded print ad on the Balm in Gilead Web site, a site that receives 350,000 hits per month.
- Collaborated with Campaign to produce five video public service announcements (PSAs) featuring prominent Black faith leaders issuing a call to action for individuals to get tested. Distributed 3,000 copies at annual convention and to district churches to help them promote of National HIV Testing Day. Estimated reach of PSAs: 500,000 message recipients.
- Placed PSAs in downloadable format onto the Balm in Gilead web site and on youtube.com.

International Federation of Black Prides

Partner Profile

The International Federation of Black Prides (IFBP) is a coalition of 29 Black gay, lesbian, bisexual, and transgender (LGBT) Pride organizations working to promote the economic empowerment, health and wellness, social justice, and political empowerment of Black LGBT communities.

Membership/Audience

While the members of IFBP are local entities that organize Black LGBT Pride celebrations and events, the audiences for these events include a significant number of African American MSM, one of the key target audiences for NHTMC outreach. Over 350,000 people attended Black Pride events in the United States in 2008.

Summary of Partnership

IFBP and NHTMC collaborated to design and implement a multi-channel, multi-dose HIV testing promotion initiative reaching African American MSM utilizing both existing and customized Campaign tools and messages integrated into multiple Black LGTB Pride celebrations as possible between May and October, 2008.

Partnership Activities

- Disseminated the Campaign's "Get Tested for HIV" flyer, "African Americans and HIV/AIDS," and "MSM and HIV/AIDS" fact sheets to pride members for use at pride events.
- Collaborated with the Campaign to develop, focus test, and place two IFBP-branded print ads promoting HIV testing among Black MSM in both print and online media outlets, as well as in IFBP's annual Pride Guide publication (circulation: 10,000).
- Partnered with eight local Prides to host exhibit booths at events in Columbia, Chicago, Pittsburgh, Detroit, Jacksonville, St. Louis, Atlanta and Baltimore.
- Organized HIV testing by ASO or health department at four events (209 individuals tested)
- Developed and submitted letter to the editor to local LGBT and Black press about importance of HIV testing and availability of testing at Pride events in those eight cities.
- Developed and distributed boilerplate letter to the editor promoting HIV testing for other Prides to disseminate to local media in week leading up to their local Pride celebrations.
- Developed opinion-editorial promoting HIV testing among Black MSM and disseminated it through IFBP's Pride Guide and Web site, member newsletters, and other outlets.
- Featured Campaign Web banner on IFBP Web site, promoting HIV testing and connecting visitors to the NHTMC website.
- Developed customized teardrop banners, backpack banners, and palm cards for pride events.

Latino Commission on AIDS

Partner Profile

The Latino Commission on AIDS (LCA) is a nonprofit organization dedicated to fighting the spread of HIV/AIDS in Latino communities by promoting HIV education, developing model prevention programs for high-risk communities, and building capacity in community organizations. Among the programs LCA sponsors is National Latino AIDS Awareness Day (NLAAD).

Membership/Audience

LCA reaches out to Latino communities throughout the U.S. and currently provides services in more than 40 States, Washington, DC, Puerto Rico, and the US Virgin Islands.

Summary of Partnership

LCA spearheads all activities for National Latino AIDS Awareness Day (NLAAD), a national health observance day to raise awareness of the impact of HIV/AIDS on Latino communities. The NHTMC-LCA partnership supported the development of bilingual HIV testing resource materials to be distributed in conjunction with this awareness day and other outreach opportunities. LCA distributed these materials to their network of more than 19,000 AIDS service organization (ASOs) and community-based organizations (CBOs) nationwide, who used them to increase knowledge about HIV testing in the specific Latino communities and target groups they work with.

Partnership Activities

- Placed HIV testing print ad targeting Latinos in conference program for National Association of Hispanic Publications, reaching 400 editors and publishers of leading Spanish-language publications in the U.S. Print ad slicks were also distributed in conference tote bags so recipients could run the ad in their own publications or order the artwork for their own use.
- Hosted Campaign exhibit booth at National Association of Hispanic Publications conference.
- Developed a print ad promoting dialogue about HIV testing for among Latino mothers and their daughters. Both Spanish and English versions of the ad were created and disseminated to a national network of community-based organizations.
- Collaborated to develop and produce broadcast-quality video and radio PSAs promoting HIV testing among Latino communities and distribute them nationally to 1,468 media outlets as well as to LCA's network of more than 19,000 ASOs and CBOs serving Latino communities nationwide. PSAs were also posted on four LCA-administered Web sites, where they were available for both viewing and download.
- Developed and disseminated op-ed promoting HIV testing among Latino communities and disseminated it widely to 198 national and local Hispanic media outlets, as well as to LCA's national network of more than 19,000 ASOs and CBOs serving Latino communities.
- Posted PDFs of co-branded HIV testing fact sheets on three Web sites and shared them with LCA listservs reaching more than 10,000 Latino-serving ASOs and CBOs.
- Disseminated the fact sheets (in English and Spanish) to National Latino AIDS Network (300 CBOs and health departments), and to over 1,000 contacts on its national Latino LGBT listserv.
- Included the fact sheets in resource kits mailing to 300 National Latino AIDS Awareness Day (NLAAD) partners and made them available for download on the NLAAD website
- Added the Campaign's information to its four websites (www.latinohivtesting.org, www.latinoaidsagenda.org, www.nladd.org, and www.latinoaids.org) and its pages on MySpace.com, FaceBook.com, and MTVthink.com.

National Association of People with AIDS

Partner Profile

The National Association of People with AIDS (NAPWA) is the world's oldest coalition of people living with AIDS, as well as the oldest national AIDS organization. NAPWA provides community education, capacity building, and leadership training for people living with HIV and AIDS. Among the programs NAPWA has developed are National HIV Testing Day, AIDSWatch, the Ryan White Youth Conferences and the Staying Alive Conference.

Membership/Audience
NAPWA is the representative voice for the more than 1.1 million Americans living with HIV and AIDS. Members include individuals as well as ASOs and CBOs in 50 states, the District of Columbia, Guam, Puerto Rico and the Virgin Islands.

Summary of Partnership
The NHTMC-NAPWA partnership was designed to enhance the organization's outreach to promote National HIV Testing Day and to incorporate a strong emphasis on HIV testing into the Mayor's Campaign Against HIV/AIDS and other national HIV/AIDS awareness days between March and September, 2008. The partnership particularly focused on the development of PSAs featuring members of NAPWA's Positive Youth Institute, a group of HIV-positive youth who receive training in public speaking and other life skills for good health.

Partnership Activities
- Distributed Campaign fact sheets, print ads, and boilerplate articles on the importance of HIV testing to more than 5,000 ASOs in advance of National HIV Testing Day and other national HIV/AIDS Awareness Days.
- Provided Campaign logo for inclusion on all official National HIV Testing Day materials.
- Placed of print ads promoting HIV testing in *POZ* magazine, a national magazine reaching hundreds of thousands of people with HIV, healthcare providers and others impacted by or interested in the epidemic.
- Distributed Campaign fact sheets, print ads, and posters to support NAPWA's Mayor's Campaign Against HIV/AIDS, an initiative to invite mayors nationwide to participate in National HIV Testing Day.
- Collaborated with Campaign to develop and produce two broadcast-quality video PSAs featuring HIV-positive youth. The PSAs were distributed to media outlets and cable providers to air in advance of the 9 DHHS-recognized HIV/AIDS Awareness Days as well as National Clinicians HIV Testing and Awareness Day and Gay Men's HIV/AIDS Awareness Day. It was also posted on the NAPWA Web site for downloading.
- Developed and planned a skills building institute for 73 individuals representing ASOs and CBOs on developing and implementing HIV awareness and testing day campaigns. The institute was part of an intensive effort to assist community mobilization efforts working to motivate people to seek HIV testing, know their HIV status, and link to follow-up prevention, care, and treatment services.

National Coalition of Pastors' Spouses

Partner Profile
The National Coalition of Pastors' Spouses (NCPS) is an organization of spouses of Black church leaders whose mission is to raise awareness and improve risk identification for HIV/AIDS and other public health issues that detrimentally impact African Americans. NCPS collaborated with DHHS to produce "HIV/AIDS: A Manual for Faith Communities," a faith-focused, culturally specific manual and accompanying curriculum.

Membership/Audience
NCPS members include more than 2,500 clergy spouses representing a variety of Christian denominations across the country. These members bring health information back to their faith communities nationwide.

Summary of Partnership
NCPS and NTHMC collaborated to incorporate an emphasis on HIV testing into NCPS' "HIV/AIDS: A Manual for Faith Communities" trainings, a series of HIV/AIDS capacity-building trainings conducted for Black church leaders across the country from May, 2008 to February, 2009. The partnership particularly focused on increasing the capacity of Black churches to help eliminate HIV/AIDS-related stigma that often inhibits individuals from seeking testing.

Partnership Activities
- Invited Campaign representatives to give tailored HIV testing presentations at multiple NCPS HIV/AIDS: A Manual for Faith Community training events across the country.
- Distributed co-branded HIV testing fact sheets to 76 NCPS trainers for use in their trainings to help faith communities implement the HIV/AIDS manual.

- Promoted HIV testing via a Campaign Web banner on the home page of the NCPS Web site. NCPS also placed an announcement about its collaboration with the Campaign on its "Pastors' Spouses HIV/AIDS Plan" Web page and linked to downloadable versions of the Campaign fact sheets.
- Placed an article about the Campaign and a call for readers to help promote HIV testing in the organization's *Health PETALS* newsletter.
- Provided members with sample language about HIV testing for placement in church bulletins and other publications.

National Native American AIDS Prevention Center

Partner Profile

The National Native American AIDS Prevention Center (NNAAPC) works to address the impact of HIV/AIDS on American Indians, Alaska Natives, and Native Hawaiians through culturally appropriate advocacy, research, education, and policy development in support of healthy Indigenous people.

Membership/Audience

NNAAPC's constituents include Native-serving ASOs and CBOs; local, State, Federal and tribal health departments and governmental agencies; HIV care and prevention planning bodies; and national organizations working with Native populations throughout the United States.

Summary of Partnership

NNAPC spearheads activities for National Native HIV/AIDS Awareness Day (NNHAAD), a national health observance day to raise awareness of the impact of HIV/AIDS on American Indians, Alaska Natives, and Native Hawaiians. NNAPC and NHTMC collaborated to incorporate an emphasis on HIV testing into NNHAAD resource materials and activities. The partners worked together to develop and focus test HIV testing print ads and other collateral to ensure that they were culturally appropriate and effective in communicating information, promoting action, raising awareness, combating HIV/AIDS stigma, and celebrating life.

Partnership Activities

- Promoted HIV testing on the NNAAPC Web site via a special Web page that included information about HIV testing, PDF files of the Campaign fact sheets, and a Web banner linking visitors to the Campaign Web site. This page received 1,470 unique views from 07/01/2008 to 03/25/2009.
- Collaborated with the Campaign to review, focus test, and refine the concept, messaging and images for two print ads targeting Native Americans. The resulting ads were distributed electronically to NNAAPC constituents with a special message urging recipient organizations to place the ads on their Web sites, and/or in their newsletters.
- Placed three ads in *Indian Country Today* (ICT) over the course of the partnership: February 2008, July 2008, and April 2009. ICT's circulation is 65,000.
- Developed opinion-editorial on importance of HIV testing for Native Americans. (Due to turnover in NNAPC leadership, this op-ed was never placed.)

Russ Parr Morning Show Bus Tour (national media partnership)

Partner Profile

The Russ Parr Morning Show Bus Tour is an annual summer event hosted by nationally syndicated radio personality Russ Parr. The tour includes five weeks of national on-air promotion and a 2-week bus journey across America, with live broadcasts from 11 major cities.

Membership/Audience

The Russ Parr Morning Show airs in 24 markets and primarily targets African-American and urban listeners. The show is heard weekdays by more than 3.2 million listeners.

Summary of Partnership

The Russ Parr Morning Show Back to School Bus Tour and NHTMC collaborated to bring the "get tested for HIV" message to African American urban youth across the country. By using the activities and events associated

with the nationally-syndicated radio star's tour, the Campaign was able to reach a wide audience of young people who may not have otherwise received HIV testing messages.

Partnership Activities

- Placed the Campaign logo, promoting the message, "Take Control of Your Health and Your Life, Get Tested for HIV," on the tour bus and all tour-sponsored giveaways (tour t-shirts, water bottles, hand fans).
- Scripted and coordinated on-stage call-outs, recognizing the Campaign and promoting the "get tested" message
- Disseminated HIV testing information and Campaign giveaways at tour bus stops.
- Collaborated with local HIV testing providers to provide onsite HIV testing at tour events and to promote HIV testing locations on air. (322 people were tested.)
- Conducted national on-air interview about impact of HIV/AIDS on African Americans and importance of HIV testing with OHAP Director Christopher Bates. Video later uploaded to YouTube.
- Posted information about HIV testing on Russ Parr Morning Show Web site.

VIBE
(national media partnership)

Partner Profile

VIBE is an urban culture and lifestyle magazine targeting young, African American readers. The magazine features articles on music, entertainment, sports, fashion, the arts, and popular culture.

Membership/Audience

VIBE has a national subscription base of 850,000, in addition to 2.5 million newsstand sales. Seventy percent of its readers are African American; 69 percent of its readers are between the ages of 18 and 34.

Summary of Partnership

VIBE and NHTMC collaborated to bring the "get tested for HIV" message to VIBE's young, urban, African American readers via the magazine and its associated events between July and September, 2008. Because almost half of all new HIV/AIDS cases are among African Americans, this is a key target audience for the Campaign's "get tested for HIV" message.

Partnership Activities

- Placed a full-color print ad in VIBE's July 2008 issue, a special issue focusing on sex, relationships, and safer sex practices, as well as in the October 2008 issue.
- Placed blurb about the Campaign in the magazine's "Check for This" column.
- Hosted Campaign exhibit booth at eight VIBE events between June and September, 2008, each reaching more than 3,000 participants. At each event, NHTMC received endorsements from headlining stage performers, disseminated HIV testing fact sheets and brochures at guest tables and in event gift bags, and distributed Campaign giveaways at the exhibit booth.
- Placed article recapping NTHMC's event participation in VIBE Spot section of the magazine and on magazine's Web site, www.VIBE.com.
- Disseminated the Campaign's "get tested for HIV" message and a link to www.hivtest.org via "VIBE Drop," a weekly e-newsletter reaching 150,000 subscribers.

YWCA USA

Description

YWCA USA a national women's membership organization whose members strive to create opportunities for women's growth, leadership, and power. YWCA's hallmark programs are economic empowerment of women and racial justice.

Membership/Audience

There are approximately 300 YWCA associations in the U.S. at over 1,300 sites serving almost 2 million members and participants. The Campaign partnered with YWCA specifically to reach out to its network of African American and Latino young women.

Summary of Partnership

YWCA USA and NHTMC collaborated to design and implement a national multi-channel, multi-dose HIV testing promotion initiative reaching women at YWCAs across the country utilizing Campaign tools and messages integrated into a variety of YWCA activities and initiatives between September 2008 and March 2009. The activities were designed to solidly position HIV/AIDS as a priority issue of YWCA USA, increase the capacity of local YWCAs to institutionalize HIV/AIDS programming, and position the YWCA as a national leader on this issue.

Partnership Activities

- Conducted a three-part webinar training series to educate leaders and staff of local YWCAs about women and HIV/AIDS. Topics included: 1) the impact of HIV/AIDS on women; 2) women and HIV testing; and 3) providing care and support for women with HIV/AIDS and their families.
- Disseminated fact sheets on women and HIV/AIDS and HIV testing to YWCAs nationwide.
- Produced and launched a special HIV/AIDS resource section on the YWCA Web site.
- Developed, focus-tested, produced, and disseminated two YWCA-branded public service print ads on women and HIV testing in conjunction with National Women and Girls HIV/AIDS Awareness Day. Poster-sized copies of these ads were also distributed to YWCAs nationwide, e-mailed to YWCA's 6,000-member listserv, and posted on YWCA's Facebook page.
- Developed and disseminated opinion-editorial on the importance of HIV testing for women.
- Engaged YWCA network in observance of National Women and Girls HIV/AIDS Awareness Day on March 10, 2009. Tools include sample letter to the editor, sample customizable op-ed, tips on what YWCAs can do to observe the day, and a customizable e-card that was disseminated to YWCA's 6,000-member listserv.
- Supported 4 local associations from states with high incidence of women living with HIV/AIDS in placing 10 ads in 9 local community newspapers in the week leading up to National HIV Testing Day on June 27, 2009. These ads reached over 1 million readers of the newspapers.
- Developed and shared with local associations sample communication tools and suggested activities for use in observing National HIV Testing Day.
- Wrote to publishers of six top African American magazines on National HIV Testing Day requesting they consider running the YWCA's HIV testing ad as a public service ad in an upcoming issue.

II. Local Partnerships

In order to further extend the reach of the Campaign, NHTMC also partnered with state- and community-based local organizations with access either to populations disproportionately impacted by HIV/AIDS or to large segments of the general population that may have had limited previous exposure to messages about HIV testing. These local partners were spaced throughout HHS' 10 public health regions. Partnership activities ranged from creating a Web page on HIV testing on the organization's Web site or linking from their homepage to the Campaign's Web site through a Campaign banner/link to authoring an article or op-ed from the organization's leader on the importance of HIV testing and working with the Campaign to get that article placed. Below is a description of the Campaign's regional partners and key partnership activities.

Urban League of Rhode Island (Region I)

Partner Profile

The Urban League of Rhode Island (ULRI) works to eliminate racial discrimination and achieve parity for minority populations and the poor in Rhode Island. An affiliate of the National Urban League, Inc., ULRI is provides health and human services to those in need through advocacy, program service delivery, and research.

Membership/Audience

ULRI serves a predominantly African American and Hispanic audience in Rhode Island, primarily in the greater Providence area.

Summary of Partnership

ULRI and NHTMC partnered to bring HIV testing information to the African American and Latino communities in Providence, Rhode Island, a group that is disproportionately impacted by HIV/AIDS. ULRI also does work in prisons and transitional housing, bringing outstanding opportunities to bring the "get tested for HIV" message to these hard-to-reach populations.

Partnership Activities

- Distributed Campaign materials on HIV testing at Smoke-Free Health and Wellness Fiesta and National HIV Testing Day event.
- Placed co-branded HIV testing print ad in Providence American newspaper.
- Placed co-branded HIV testing bus ad on public buses in Providence, RI.
- Produced and disseminated opinion-editorial on importance of HIV testing for minority populations.
- Posted Campaign Web banner, promoting HIV testing, on ULRI Web site.

Vermont Coalition for People of Color and SISTA United Alliance (Region I)

Partner Profile

Vermont Coalition for People of Color is a coalition of organizations serving people of color in Vermont. The Coalition builds and strengthens partnerships with faith leaders, social service agencies, and the local community to work on issues that affect people of color in the Burlington Area. The SISTA United Alliance focuses specifically on the needs and concerns of African American women

Membership/Audience

The Coalition's target audience is people of color in the state of Vermont. The organization works closely with local churches and women's organizations to reach the broader African American population on these issues.

Summary of Partnership

Vermont has a largely white population with few resources that focus specifically on the health disparities that exist within the African American population. With low prevalence of HIV in Vermont, many individuals believe that there is not a "problem" of HIV transmission in the state. However, a closer look at state data reveals the disproportionate impact HIV is having on African Americans. NHTMC and the Vermont Coalition worked together to bring HIV testing information and materials to the state's African American communities.

Partnership Activities

- Distributed Campaign materials and placed Campaign logo on Coalition staff t-shirts at National HIV Testing Day event.
- Produced and disseminated op-ed on importance of HIV testing in conjunction with National HIV Testing Day.
- Placed co-branded HIV testing print ad in local publications and organization's newsletters.
- Posted Campaign Web banner, promoting HIV testing, and article about the Coalition's partnership with the Campaign on the Coalition's Web site.
- Promoted Campaign during a 30-minute discussion on the importance of HIV Testing on a regional government access cable channel, Channel 17, in Chittenden County Vermont. Over 100,000 households receive this channel.

Hyacinth AIDS Foundation (Region II)

Partner Profile

The Hyacinth AIDS Foundation is a nonprofit organization serving people with HIV/AIDS in New Jersey. The organization provides individual client advocacy; hotline counseling for prevention, care and treatment; service referrals; professional and community education workshops; legal services; and public policy advocacy.

Membership/Audience

Hyacinth has a statewide presence as the state's first and largest ASO. The organization provides direct services to more than 15,000 people annually and its audience includes the general public whom it reaches through its outreach and advocacy programs.

Summary of Partnership
NHTMC and Hyacinth collaborated to bring the Campaign's "get tested for HIV" message to New Jersey faith communities and youth statewide from March–May 2009.

Key Partnership Activities
- Distributed Campaign materials and showed Campaign PSA targeting faith communities at event for New Jersey faith communities.
- Collaborated with Campaign to script, focus group, develop, produce, and disseminate HIV testing PSA targeting youth.
- Co-branded the Campaign's PSA featuring prominent faith community leaders to include Hyacinth logo, hotline number, and Web site. Hyacinth distributed the PSA to local NJ television stations.

HBCU Connect (Region III)

Partner Profile
HBCU Connect is an online networking community of individuals who have graduated from Historically Black Colleges and Universities (HBCUs).

Membership/Audience
HBCU has more than 700,000 members, most of whom are African Americans under the age of 30.

Summary of Partnership
HBCU Connect and NHTMC partnered to educate HBCU Connect's nationwide network of HBCU students, alumni, professors, and supporters about the disproportionate impact of HIV/AIDS on African Americans and the importance of HIV testing.

Partnership Activities
- Posted a series of three articles on African Americans and HIV/AIDS and the importance of HIV testing to the HBCU Connect Web site.
- Posted Campaign Web banner, promoting HIV testing, on HBCU Web site.
- Distributed e-blast message promoting HIV testing in conjunction with National HIV Testing Day.

Grace Magazine (Region IV)

Partner Profile
Grace Magazine is a lifestyle magazine targeting women of color in the greater Memphis area. Each year, the magazine hosts the Sisterhood Showcase, a gathering of approximately 30,000 African American women from throughout the South.

Membership/Audience
The magazine and its Sisterhood Showcase targets African American professional women.

Summary of Partnership
Grace Magazine and NHTMC partnered to educate the magazine's readership about HIV/AIDS and the importance of getting tested. The magazine targets African American women, a group that is disproportionately impacted by HIV/AIDS. AIDS is a leading cause of death of African American women

Key Partnership Activities
- Published Campaign print ad promoting HIV testing among African American women in the July/August 2008 issue of the magazine, reaching 133,000 readers.
- Hosted Campaign exhibit booth at 2008 Sisterhood Showcase (27,000 attendees).
- Invited HHS representative to conduct workshop on women of color and HIV/AIDS at 2008 Sisterhood Showcase (247 workshop attendees).

Citizen Action Fund of Wisconsin (Region V)

Partner Profile
The Citizen Action Fund of Wisconsin is a coalition of individuals and organizations committed to achieving social, economic, and environmental justice.

Membership/Audience
The organization has more than 89,000 members from throughout the state of Wisconsin and partners with the state's leading labor, senior citizen, environmental, community, interfaith, women's, family farm, teacher's, and civil rights organizations to work together to achieve common goals.

Summary of Partnership
The Citizen Action Fund of Wisconsin reaches thousands of Wisconsin residents from all walks of life who are concerned about a variety of social issues. Through this collaboration, NHTMC and the Citizen Action Fund were able to reach a wide audience of individuals who may not have previously received "get tested for HIV" messages.

Partnership Activities
- Disseminated HIV testing materials at a Black Church Prayer Week event hosted by the organization.
- Placed a print ad on HIV testing targeted to faith communities in the Milwaukee Community Journal.
- Posted Campaign Web banner, promoting HIV testing, on Citizen Action Fund Web site.

Oglala Sioux Tribe (Region VIII)

Partner Profile
The Oglala Sioux Tribe, also known as the Lakota Nation, live in the Pine Ridge Indian Reservation in South Dakota, the second-largest reservation in the United States

Membership/Audience
The tribe has approximately 38,000 members.

Summary of Partnership
NHTMC worked with the Oglala Sioux Tribe's Health Education Office to raise awareness among tribe members of the impact of HIV/AIDS on native communities and the importance of HIV testing. The partnership particularly focused on developing and focus testing print ads, a billboard, and other materials that were culturally relevant for tribe members.

Key Partnership Activities
- Developed, produced, and placed a billboard promoting HIV testing at Pine Ridge Village.
- Collaborated with the Campaign to develop, focus test, and produce radio PSAs on the importance of HIV testing for Native Americans to be aired on Kili Radio (Voice of the Lakota Nation) and streamed through www.kiliradio.org.
- Created Web page dedicated to HIV testing, with downloadable PDF files of the Campaigns fact sheets and print ads
- Posted the Campaign Web banner, promoting HIV testing, on www.goodhealthtv.com, a subscription-based health information network focused on raising health literacy rates through culturally competent and entertaining programming for Native Americans. The programming is played on large screen monitors placed in hospital and clinic waiting areas and community commons.

Guam Communications Network (Region IX)

Partner Profile
The Guam Communications Network (GCN) is a nonprofit organization dedicated to the promotion and preservation of Guam's culture. The organization runs the Chamorro Arts and Culture Center as well as the Chamorro HIV/AIDS Model for Prevention (CHAMP) program.

Membership/Audience
Based in Long Beach, California, the organization represents Pacific Islanders in the contiguous United States and the U.S. Pacific Territories (Guam, CNMI, and Samoa).

Summary of Partnership
The GCN and NHTMC partnered to raise awareness about the importance of HIV testing among Pacific Islanders. The partnership particularly focused on reducing the stigma that is still associated with HIV/AIDS in many Pacific Islander communities and that prevents many Pacific Islanders from seeking testing.

Key Partnership Activities
- Produced HIV testing "palm cards" (business card-sized promotional item) for distribution through GCN's channels in the contiguous United States and the U.S. Pacific Territories. Cards were produced in both English and relevant Pacific Islander languages (e.g. Chamorro, Samoan, Tongan).
- Developed and distributed opinion-editorial on importance of HIV testing for Pacific Islanders.
- Developed and produced radio PSA on HIV testing for Pacific Islander communities.
- Posted the Campaign Web banner, promoting HIV testing, on the Guam Communications Network Web site.

African American Reach and Teach Health Ministry (Region X)

Partner Profile
The African American Reach and Teach Health (AARTH) Ministry is faith-based nonprofit organization established to build faith communities' capacity to respond to HIV/AIDS and other major health issues affecting African Americans.

Membership/Audience
Based in Seattle, Washington, AARTH Ministry collaborates with churches /mosques, faith and community-based organizations, health and social service providers, and government agencies.

Summary of Partnership
AARTH and NHTMC collaborated to add a strong emphasis on HIV testing to AARTH's outreach to African American faith communities.

Key Partnership Activities
- Disseminated Campaign materials at Juneteenth celebration and at Black Dollar Days Task Force Community Jazz Festival.
- Collaborated with the Campaign to develop and produce broadcast-quality radio and video PSA and disseminate them via Scan TV, a public access television station serving the Seattle and King County communities.
- Posted the Campaign Web banner, promoting HIV testing, on the AARTH Ministry Web site.

Appendix 3 Summary of General Outreach Activities

NATIONAL HIV TESTING MOBILIZATION CAMPAIGN
GENERAL OUTREACH SUMMARY

The National HIV Testing Mobilization Campaign (NHTMC) engaged general outreach activities to non-partner organizations and mass media to further extend its important "get tested for HIV" message. These activities included placing opinion-editorials (op-eds) on HIV testing in national media outlets, placing Campaign Web banners promoting HIV testing on organizations' Web sites, and working to incorporate HIV testing into national media activities promoting HHS-recognized HIV/AIDS awareness days. These general outreach activities allowed the Campaign to deliver it message to audiences who may have had limited previous exposure to this critical health information and/or who represented disproportionately impacted populations that would benefit from an additional action-focused message about HIV testing. Below is a description of these special outreach opportunities and the activities associated with each.

Take a Loved One to the Doctor Day

Description of Outreach Opportunity

Tom Joyner's Take a Loved One to the Doctor Day is an annual health event encouraging individuals to take care of their own health the health of their loved ones. Sponsored by the nationally-syndicated Tom Joyner Morning Show, the event includes a special broadcast and health screening events at selected cities nationwide. NHTMC worked with the Tom Joyner Morning Show to incorporate HIV testing into Take a Loved One to the Doctor Day events in Washington, DC, and Detroit, Michigan, on April 7, 2009.

Audience

The Tom Joyner Morning Show targets urban, African American listeners. It reaches 46,585 listeners/week in Detroit and 998,000 listeners/week in the Washington, DC, metropolitan area. In addition, BlackAmericaWeb, Tom Joyner's Web site, which produces online content to enhance and expand the show, has more than 750,000 members and more than 30,000 unique visitors per month.

Outreach Activities

- Arranged for free HIV testing to be offered onsite at Take a Loved One to the Doctor Day health screening events in Detroit and Washington, DC.
- Produced radio spot, urging listeners to get tested for HIV. Spot was aired 3 times per day for a 30-day period.
- Conducted live broadcast interviews with OHAP Acting Director Christopher Bates (in Washington, DC) and NHTMC Regional Campaign Coordinator Stanford Gaylor (in Detroit), encouraging listeners to get tested for HIV.
- Included Campaign logo and information in listserv messages promoting Take a Loved One to the Doctor Day, reaching 15,000 recipients.
- Hosted exhibit booth to distribute HIV testing fact sheets and information, reaching more than 1,000 participants per city.
- Placed Campaign logo on official Take a Loved One to the Doctor Day tote bags. Bags were filled with health information, including Campaign fact sheets about HIV testing.
- Placed article, "New Day, New Way," encouraging African Americans to get tested for HIV, on BlackAmericaWeb and highlighted HIV testing in Tom Joyner's blog and other online articles promoting Take a Loved One to the Doctor Day.

Freedom Years

Description of Outreach Opportunity

Freedom Years (http://freedomyears.com) is a online resource with information on health and wellness for Americans ages 55 and older. It is produced in cooperation with Retirement TV. NHTMC worked with Freedom Years to bring the Campaign's "get tested for HIV" message to Americans over the age of 50, a

growing population of people infected with HIV. In 2006, Americans age 50 and older accounted for 15 percent of new HIV/AIDS diagnoses.

Audience

Freedom Years reaches older Americans seeking information on healthy aging.

Outreach Activities

- Developed and posted series of four articles on the importance of HIV testing for older Americans for special feature on sexual health and sexuality.
- Posted Campaign Web banner, promoting HIV testing, on Freedom Years Web site.

African American Historical Museum and Cultural Center of Iowa

Description of Outreach Opportunity

The African American Historical Museum and Cultural Center of Iowa works to preserve, publicize, and educate the public on the African American heritage and culture of Iowa. The Museum and NHTMC collaborated to educate the Museum's members and constituents about the disproportionate impact of HIV/AIDS on African Americans and to urge them to get tested.

Audience

The Museum reaches out to African Americans throughout the state of Iowa through its exhibits, educational programs, and events.

Outreach Activities

- Published Campaign print ads in the fall and winter 2008 issues of The Iowa Griot, the Museum's newsletter, reaching 2,500 readers.

OWH Woman Challenge

Description of Outreach Opportunity

The HHS Office on Women's Health (OWH) Woman Challenge is an annual initiative to promote women's fitness. Each year, from May – July, women can register online to participate in the 8-week physical activity challenge. Using the online "Woman Activity Tracker," participants commit to getting at least 2 hours and 30 minutes of moderate-intensity aerobic physical activity each week, including muscle-strengthening activities on 2 or more days of each week. Participants receive a weekly e-mail newsletter with fitness and health information and can join an online support community. NHTMC collaborated with the OWH Challenge to incorporate HIV testing information into the health information disseminated to Woman Challenge participants in 2007 and 2008

Audience

Approximately 20,000 women of all ages participate in the OWH Challenge each year.

Outreach Activities

- Highlighted Campaign and need for women to get tested for HIV in weekly newsletter e-mailed to all OWH Woman Challenge participants on June 27, 2007 and June 27, 2008 (National HIV Testing Day). Articles highlighted how HIV/AIDS affects women of different age groups and the need for all sexually active women to get tested.
- Incorporated HIV testing into a "bonus challenge" for participants in 2007 and 2008. (Woman Challenge members who took a pledge to get tested for HIV and who visited the Campaign Web site by a certain date received bonus points.)

Federal Program Grantees

Description of Outreach Opportunity

Various Federal agencies and offices have grantees with access to populations disproportionately impacted by HIV/AIDS. These include the U.S. Department of Health and Human Services' Office on Minority Health (OMH), Office on Women's Health (OWH), Office of Population Affairs (OPA), Indian Health Service (IHS), and Substance Abuse and Mental Health Services Administration (SAMHSA) Center for Substance Abuse Prevention (CSAP), as well as the White House Faith Based and Community Initiative. NHTMC worked closely with these Federal agencies and offices to distribute Campaign fact sheets and HIV testing information to their grantees.

Audience

These agencies' grantees provide information and services to targeted audiences including African Americans, Hispanics, American Indians and Alaska Natives, women, youth, and intravenous drug users.

Outreach Activities

- Distributed Campaign fact sheets and brochures to grantees.
- Disseminated HIV testing information via grantee listservs.
- Promoted the availability of exhibit booths and banners targeting specific audience segments for use in grantee meetings, conferences, and events.

National Conclave on HIV/AIDS Policy for Black Clergy

Description of Outreach Opportunity

Co-chaired by The Rev. Dr. Calvin O. Butts, III and Bishop T.D. Jakes, the National Conclave on HIV/AIDS Policy for Black Clergy was a gathering of more than 100 African American faith community leaders in New York City, October 8-9, 2007, to discuss the continuing impact of HIV/AIDS on the African American community and how to engage their congregations in the fight against HIV and AIDS. NHTMC collaborated with the National Conclave to incorporate an emphasis on HIV testing into the Conclave's work to address the impact of HIV/AIDS on the African American community and used the meeting as an opportunity to record and produce a PSA on HIV testing targeting African American faith community members.

Audience

The attendees represented some of the largest African American faith communities across the nation.

Outreach Activities

- Developed and produced a broadcast-quality television PSA promoting HIV testing featuring several prominent African American faith community leaders who have committed to engaging their congregations in the fight to stop the spread of HIV/AIDS: Rev. Dr. Calvin O. Butts, III, The Abyssinian Baptist Church, New York, NY; Bishop T.D. Jakes, The Potter's House, Dallas, TX; Rev. Dr. Renee Washington Gardner, Memorial Baptist Church, New York, NY; Rev. Edwin C. Sanders, II, Metropolitan Interdenominational Church, Nashville, TN; and Rev. Lora Hargrove-Chapman, Mt. Calvary Baptist Church, Rockville, MD. In the PSA, the ministers each proclaim, "I got tested" and encourage individuals to "take control of their health and their life" by getting tested for HIV. The PSA was placed on the HHS www.AIDS.gov Web site in observance of National HIV Testing Day (June 27, 2007), where it could be downloaded and utilized by faith-based and community-based organizations nationwide.

Radio One

Description of Outreach Opportunity

Radio One is one of the nation's largest radio broadcasting companies and the largest radio broadcasting company that primarily targets African-American and urban listeners. The Campaign worked with Radio One to place the faith leaders' PSA on Radio One's gospel stations and during nationally-syndicated talk shows.

Audience

Approximately 70% of Radio One's gospel radio listeners are African American. The majority of gospel radio listeners—60%—are in the 25-54 age group.

Outreach Activities

- Aired Campaign' faith leaders' PSA on eight gospel music stations across the country. Stations were located in Atlanta; Charlotte; Philadelphia; Washington, DC; Richmond; Cleveland; Houston; and Lanham, MD. Each PSA ran 3 times/week for 1 week.
- Aired faith leaders' PSA during two nationally syndicated talk shows, the Yolanda Adams Show (aired 1 time/day for 5 days) and The Spirit with Coco Brother (aired 1 time/day for 6 days).
- Total combined reach was 712,021 listeners.